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Life Companies Protest Inequity Of N.Y. Ban On Multi-Line Sales

By ROBERT B. MITCHELL

NEW YORK—Amendment of the New York law so as to permit life companies to write fire-casualty lines, directly or through affiliates, was strongly urged by all six life companies whose testimony was offered at the hearing conducted here by the joint legislative committee on insurance rates and regulation.

It was also disclosed that Connecticut General Life has a suit pending against the New York insurance superintendent to obtain a declaratory judgment that the state attorney-general was wrong in interpreting the New York law as barring an out-of-

state life company from acquiring a fire-casualty affiliate on pain of losing its New York license.

The six companies that were heard on the proposed amendment are Connecticut General, Equitable Society, Guardian Life, Home Life of New York, Mutual of New York and New York Life. All but Connecticut General disclaimed any present plans for making use of the right to do a multiple-line business but all six strongly stressed the unfairness of letting fire-casualty companies do a life business through subsidiary companies while denying the right to life companies to do a fire-casualty business.

No life company opposed the move,

nor did any of the numerous fire-casualty representatives present offer any testimony at all, but Superintendent Thacher, in a letter read by First Deputy Samuel Cantor, expressed the department's unqualified opposition to the proposed amendment.

Text Of Thacher Letter

The letter, addressed to Sen. Condon, chairman of the joint committee, said:

"Since your announcement of the hearing concerning amendment of the insurance law to permit life insurance companies to engage in multiple-line operations I have received a number

(CONTINUED ON PAGE 14)

Rockefeller Offers Remedy For Bigness Image Of Insurers

Governor Featured Speaker At N. Y. Department 100th Anniversary Celebration

NEW YORK—It is ironical that the outstanding success of the insurance industry in supplying protection under the free enterprise system that Americans revere has also led it into "bigness" that many Americans distrust, said Gov. Rockefeller of New York in his address at the banquet here marking the New York department's centennial.

To remedy this he recommended more attention by insurance management to the potential usefulness of the investment of insurance company reserves, in addition to the traditional attention to the soundness of such investments.

Gov. Rockefeller mentioned as an example one such area as being crucial to the population's welfare, namely, housing. He referred to legislation enacted last year in New York to permit insurance companies to invest in limited income housing programs.

"Here the insurance companies did respond—not unanimously, I note—but sufficiently to permit at least the first stages of the joint program to get organized," he said.

Gov. Rockefeller also discussed the proposal that a state housing finance agency be created to issue its own securities for private investment by investors such as insurers.

The governor then summarized actions of the state legislature in satisfying

(CONTINUED ON PAGE 19)

Anti-Trust Hearing Precedes; Favor Fund For Its Continuance

A spokesman for the Senate committee on judiciary to investigate anti-trust and anti-monopoly laws has ruled out the possibility of a subcommittee hearing on insurance in mid-February. He indicated that the subcommittee's report on insurance would be issued "sometime this year," and that the latest installment of printed hearings on insurance would not be released before February.

A resolution authorizing continued anti-trust study and appropriating \$425,000—the same amount as in 1959—for that purpose has been favorably reported to the Senate. The amount has not been allocated among subjects under investigation.

Metropolitan Reduces Group Annuity Rates

Metropolitan Life has reduced rates on new group annuity contracts on 25 or more employees. For the typical deferred annuity contract, Metropolitan estimates the reduction at about 12%.

According to Frederic W. Ecker, chairman, the lower rates are made possible by improved earnings on investments and by changes in the treatment of insured retirement plans under the life company income tax act of 1959.

Mr. Ecker also said that the factors which have made possible rate reductions in new contracts will also make possible downward adjustments in rates for many existing contracts as they reach their anniversaries in 1960.

Bill Would Boost Salary Of Kentucky Commissioner

A bill has been introduced in the Kentucky legislature to increase the salary of the insurance commissioner to \$12,000. Another bill would eliminate the board of claims, which handles claims against the state, and return that responsibility to the workmen's compensation board.

Back Schneider For Secretary Of NALU

BALTIMORE—John Z. Schneider, now serving his second term as a



John Z. Schneider

trustee of National Assn. of Life Underwriters, has been endorsed by the Maryland association for election as secretary of NALU. Mr. Schneider is manager here for Connecticut General Life.

Resolutions endorsing Mr. Schneider's candidacy have also been adopted by Baltimore Life Underwriters Assn. and the Baltimore General Agents & Managers Round Table.

Mr. Schneider is serving his third year as chairman of the NALU federal law and legislation committee, his second year as chairman of the NALU committee on relations with attorneys, and as chairman of the new federal legislative coordinating committee of NALU. He is also area chairman for raising funds for the NALU building.

He is a past president and past national committeeman of the Baltimore association and past president of the Baltimore General Agents & Managers Round Table. He was one of the principal founders of the state association.

\$255 Million In Dividends To Be Paid By Pru In 1960

Prudential has set aside a record \$255 million for 1960 dividends to holders of life, annuity and A&S contracts. Dividends set aside for 1960 are \$14.8 million more than set aside for 1959.

Prudential attributes \$10.5 million of the increase to the greater amount of insurance in force, and the remaining \$4.3 million to increases in its dividend scale.

Ala. Life & Casualty, National Security Are Merging

Alabama Life & Casualty of Birmingham and National Security of Elba, Ala., have merged on a share for share basis. The continuing company will be National Security. The principal office will be at Birmingham, but the weekly premium department will remain in Elba.

Officers of the new company are W. D. Powell, chairman; Warren B. Crow, vice-chairman; William L. Brunson, president; Robert W. Herring and Jack R. Brunson, vice-presidents, and Durward M. English, secretary-treasurer. Mr. Powell was president and Mr. Herring vice-president of Alabama L&C. William L. Brunson and Jack R. Brunson were president and vice-president respectively of National Security prior to the merger.



Bankers Life of Iowa has moved into the 100,000 square foot addition to the home office in Des Moines. Construction on the addition began in March, 1958. The eight-story addition is the same height as the present building and extends 170 feet north on High Street. It gives a 45% increase in space. Since the original building was completed in 1940, the company has had a quadrupling of its assets and insurance in force and the number of employees has doubled.

The addition has a complete air conditioning plant separate from the unit in the original home office, and a third air conditioning unit has been installed to serve the area housing electronic equipment. A 12,000 square foot employee cafeteria and an employee lounge have been added above the auditorium.

1959 Production Records Given

A. A. L.

Aid Association for Lutherans has reported record new business of \$228,437,218 in 1959, an 8% increase over the preceding year. Volume leader was the Hylton agency of Portland, Ore., followed by Dietrich, Los Angeles; Rohrke, Norfolk, Neb.; Precht, Decatur, Ill., and Kleine, Seymour, Ind.

CONNECTICUT MUTUAL LIFE

Ordinary life sales of Connecticut Mutual Life in 1959 totaled a record \$569,380,000, a gain of \$32 million over 1958. Insurance in force increased an estimated \$335 million, bringing total ordinary in force to \$4,335,000,000.

Leading agencies were Josephson, New York, with \$24,372,000 in new paid business, up \$2.2 million; Hunken, Chicago, with \$21,231,000, up \$2.1 million, and Williamson, Chicago, with \$5.9 million, up 50%.

JEFFERSON STANDARD LIFE

Jefferson Standard Life's paid volume in 1959 was \$234,572,085, a record and 7.8% increase over 1958 sales. Insurance in force increased \$114,616,120, bringing total in force to \$1,918,487,658 at year end.

JOHN HANCOCK LIFE

John Hancock agents sold more than \$3.3 billion of paid-for business in 1959, a record, of which almost \$2½ billion was individual coverage and \$903 million, group. Total insurance in force at year end was \$24,226,275,521, a gain of \$1.9 billion. Biggest gain was in group insurance in force, up 13.6% to \$7.9 billion. Ordinary in force increased 8.3% to almost \$13.6 billion. Industrial in force at year end was \$2.7 billion.

LIFE OF NORTH AMERICA

Life of North America exceeded \$217 million in paid ordinary and group volume in 1959, of which \$111

million was ordinary life volume, up 102% over 1958, and \$106.6 million was group life, an increase of 76%. Individual A&S premiums were almost \$400,000, a gain of 264%. At year end, ordinary and group life in force reached more than \$325 million. Leading service offices were Flanagan, Newark, total premium income; Wilson, Philadelphia, ordinary and group paid-for volume, Breuer, Chicago, total cases and individual A&S premium. Leading career agencies were Reynolds, Pittsburgh, total premium income, A&S premium and total cases, and Huber, Wynnewood, Pa., ordinary life volume.

MIDLAND MUTUAL

New life business of Midland Mutual in 1959 amounted to \$53,163,000, a 9.7% increase over 1958. A&S sales were 31.7% above the preceding year. Life insurance in force totaled \$399,889,000 at year end.

MUTUAL BENEFIT LIFE

Mutual Benefit Life's field force had a record year in 1959 with total life sales of \$757,304,991, of which ordinary sales accounted for \$573,084,331 and group sales, \$184,220,660. Ordinary sales in 1959 topped 1958 totals by about 10% and group sales were up some 160%.

Leading agencies were Nashem, New York, with sales of \$28 million, up \$11 million; Earls, Cincinnati, \$27 million, up over \$4 million, and Huber, New York, almost \$26 million, up more than \$3 million.

MUTUAL OF NEW YORK

Mutual of New York's 1959 sales of individual ordinary life totaled \$837,368,869, a 9% increase over 1959, according to preliminary, unaudited figures. Group life sales were \$100,441,000. (CONTINUED ON PAGE 13)

in personal and group insurance, starting Jan. 26. Sessions will be held at the home office building, 125 Maiden Lane, on successive Tuesdays from 5:30 to 7:30 p.m.

Attendance will be by invitation; these may be obtained from the agency.

Arden The Opening Speaker

Speaker at the opening session will be Merrill P. Arden, general agent of National Life of Vermont at New York and president of Assn. of Advanced Life Underwriters.

Other speakers will be William Harmelin, field supervisor Harmelin agency of Continental Assurance, Boris Todorovich, Provident Mutual Life, Allen Bakst, lawyer, Louis Neidenberg, supervisor of the Josephson agency of Connecticut Mutual Life, Saul Lesser, assistant general counsel of United States Life, and William P. White, general agent of United States Life. All the speakers are New Yorkers.

NALU Closes Out 1959 With 78,259 Members

Membership in the 780 local associations of NALU totaled 78,259 at year end 1959, a record.

For the second consecutive year, California Life Underwriters Assn. had the most members among state associations with 5,687 on Dec. 31. New York State was second with 5,651 members; Pennsylvania, third, with 4,941; Florida, fourth, with 4,533, and Ohio, fifth, with 4,452.

JONES SENIOR V-P

Vieser, Magovern Executive V-Ps Of Mutual Benefit Life

NEWARK—Mutual Benefit Life has made these changes:



Milford A. Vieser

director emeritus.

Mr. Vieser, a leader in Newark's urban redevelopment program, is a

Milford A. Vieser, formerly financial vice-president, becomes an executive vice-president and member of the board. He will have general supervision of investment operations. As director he succeeds John S. Thompson, former president, who was elected



J. J. Magovern Jr.

director of the American Council to Improve Our Neighborhoods and the New York Regional Plan Assn. He is a past president of the New Jersey Mortgage Bankers Assn. and the New Jersey Title Insurance Assn. He was a delegate to the housing meeting of the Economic Commission for Europe at Geneva in 1957.

John J. Magovern Jr., vice-president and counsel, becomes executive vice-president in general charge of insurance operations. He is chairman of the citizens highway committee of Essex

(CONTINUED ON PAGE 19)



Harry W. Jones

Chicagoans Hear Five Speakers Give Outlook For 1960

Union League Club's Insurance Group Has Annual Forecast Session

The high quality of the "Review Forecast" offered the Insurance Group of Union League Club of Chicago maintained at the 1960 session. Well-qualified speakers offered their opinions of the outlook for various aspects of the insurance business.

One of the chief reasons for the success of this meeting, which now commands one of the large dining rooms in the club to accommodate an ever increasing turnout, is that the speakers are not of the "let's all pull together" variety. They give a realistic appraisal of what they see and put it on the line. It is a stimulating meeting.

R. L. Davis Presides

Roy L. Davis, midwest manager, Assn. of Casualty & Surety Companies, chairman of the Insurance Group, was the presiding officer. He has been at all of the forecast meetings. He sets up the program and obtains the speaking talent. Mr. Davis sees to it that speakers understand they have only 10 minutes, which to present their views. He keeps the meeting moving along at a lively pace, and wastes no time with elaborate preliminaries. For example, the dignitaries who rate special introductions and applause are introduced while the dessert is being served, thus saving valuable program time.

The 1960 panel consisted of Robert Neal, general manager Health Insurance Assn., who covered A&S insurance; Alfred N. Guertin, actuary, American Life Convention, life insurance; Vincent S. McKerrow, vice president reinsurance and excess line division Continental Casualty, property

(CONTINUED ON PAGE 14)

T.O. Ward President Of Georgia L. & H.; Succeeds W.L. Bryan

Thomas O. Ward has been elected president of Georgia Life & Health of Atlanta, succeeding W.L. Bryan, who becomes vice-chairman.



Thomas O. Ward

Mr. Ward is also chairman of All American Enterprises, Inc., a real estate investment company of Jacksonville. Before becoming Georgia L.&H.'s president he was assistant vice-president of Gulf Life. Prior to that he was with Aetna Life, and Provident Life & Accident.

Active in the Sertoma Club, he served as president in Jacksonville and governor of the Florida unit, receiving the "distinguished governor's" award. He has also participated in community chest, Red Cross and March of Dimes drives.

Georgia L. & H. operates in seven southeastern states.

Agency Offers Seminars On Advanced Techniques

NEW YORK—The White & Winston agency of United States Life will present a series of six seminars for brokers on advanced sales techniques



ance, and Peter M. Tompa, promoted to the official staff in 1950, who becomes actuary, group insurance and pensions. Standing, from left, are Brian S. Brown, a member of the official staff since 1958, who was elected assistant vice-president, and Charles A. Will, assistant underwriting secretary, who was named underwriting secretary. Others advanced, but not pictured, include August W. Zierold, administrative assistant in the planning division, who was named director of office planning; George M. Hoyle, chief life underwriter in the selection department, promoted to assistant underwriting secretary; A. Peter Altavilla, who joined Guardian in 1957, named assistant secretary, group, and Paul C. Grundgeiger, in the investment department since 1954, who becomes assistant financial secretary.

Officers of Guardian Life who received promotions the first of the year are, seated, from left, Earl W. Cryer, superintendent of agencies for the central and southern districts, and Edwin J. Phelps, agency director in the eastern division, who have been advanced to superintendents of agencies; Edward C. Zeiger, who has been in the actuarial department since 1936, appointed actuary; ordinary insurance

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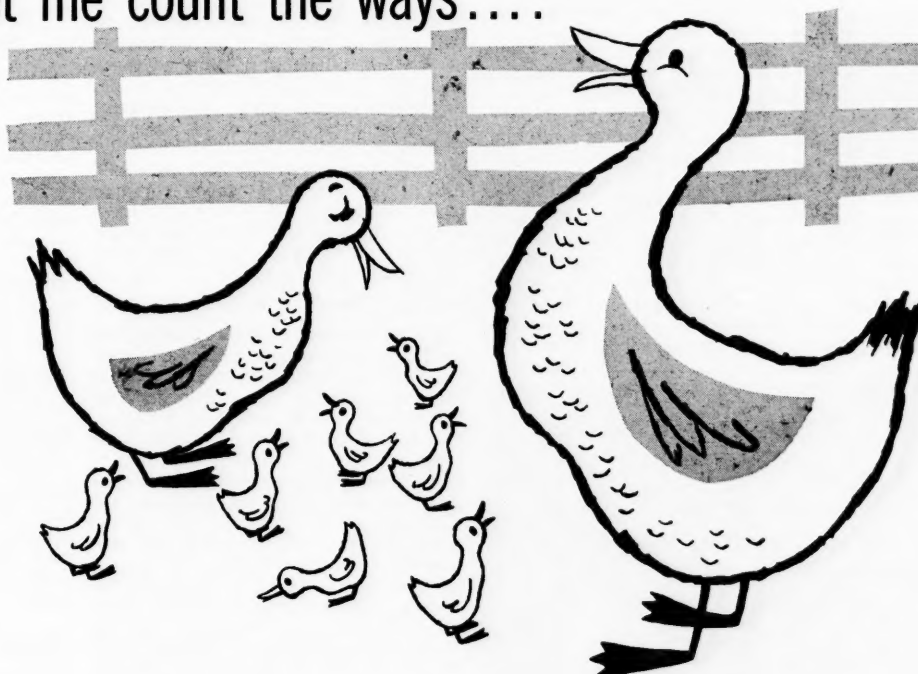
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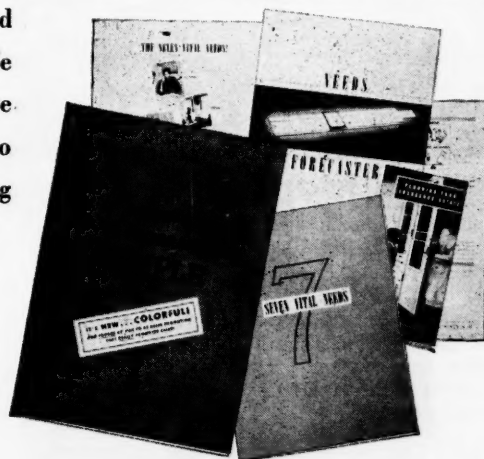
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"How do I love thee?
Let me count the ways...."



We can think of *seven* big ways a father can reveal his love for his family, all wrapped up in The Union Central's famous "Seven Vital Needs" package. Simplicity and sales consistency have identified it as the most advanced and effective programming development in the life insurance industry. And it's just one more way we support our men in the Field — and brokers, too — with motivating merchandising for every selling situation!



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Cincinnati Sales Congress Enlarges Scope, Features Agent Leaders

The annual sales congress of Cincinnati Life Underwriters Assn. last week not only set a new attendance record and produced a program which pleased everyone, but also marked an important expansion. Members of the Middletown, Dayton, Hamilton and Portsmouth associations participated and it was announced that, beginning next year, the event will be known as the Southwestern Ohio Sales Congress. The 400 agents present got practical ideas and suggestions on organization for client building, telephone technique, motivation through mental pictures and simplified estate planning.

Through the use of color slides, Bernard C. Lewis, Prudential, Newark, explained how he is organized for efficiency in building a clientele. Having gotten his start by newspaper and cold canvass prospecting he explained how he now operates basically on the referred lead prospecting method with 75% of his business coming to him from present policyholders. He maintains that "you don't find clients, you build them" and he does so by providing a complete programming service through his "Mr. Client" book, a loose-

leaf binder containing typewritten analysis sheets. Unique among these pages is a guide telling just what options should be requested on each policy by the widow to accomplish the objectives of the program. Mr. Lewis also suggested that itemizing of expenditures on a budget form to help establish a realistic income objective for the prospects who need upgrading of their family income requirements. In his approach, he asks for 15 minutes of the prospect's time to show a sample of his work. If the prospect has not had a review of his program for several years or more, Mr. Lewis brings out a brand new road map of the country and asks, "Mr. Prospect, if you were going to take an automobile trip, would you use a road map that is 3 or 4 years old? Of course you wouldn't. You'd go to a filling station and get an up-to-date one."

Weymouth Fogelberg, Indianapolis manager Indianapolis Life, demonstrated his telephone technique by calling and talking with live prospects. By special arrangement, his audience could overhear the entire conversation. Names were supplied to him by a

local general agent and were completely unknown to him. Mr. Fogelberg emphasized and proved two things in connection with the use of the telephone: (1) a majority of the prospects approached by telephone will say no to a request for an appointment. He said that agents mistakenly look upon these turn-downs as failures when actually they are a part of a whole process of becoming successful. The agent should accept the law of averages and "joyously eliminate" names from his telephone list as they refuse the request for an appointment. (2) Prospects act in a predictable manner when approached by telephone. And there are no original excuses. These excuses can be overcome by having the answers on paper and close at hand while telephoning. Both of these principles proved to be correct as Mr. Fogelberg made three unsuccessful live calls before obtaining an easy appointment on the fourth. He handled all objections offered from a prepared list of answers. The most common objections were: "too busy", "I have a life insurance man", "I'm not in the market at this time", and "I'm overloaded with life insurance".

Demonstration Is Impressive

The unrehearsed demonstration was unique and impressive to those attending. Most remarkable was the fact that the first four live calls, made shortly before and after noon on a Friday, found the businessmen prospects in their office and courteously willing to talk. A pre-approach letter offering a planning service was sent to the prospects a few days in advance of the telephone call. In his approach, Mr. Fogelberg simply asked the prospect if he had received the letter and suggested two alternative times when they might discuss the matter further.

Ara Parseghian, head football coach at Northwestern University, emphasized in his luncheon talk the importance of pride, desire and enthusiasm as three essential qualities for success in both the game of football and in life insurance selling.

Bart Hodges, New York Life, Austin, Tex., stressed the importance of (1) finding and pinpointing the prospect's dominant objective, (2) isolating this objective from all others of minor importance, (3) concentrating on the external features of the objective and, (4) helping the prospect to get a mental picture of how life insurance can help him obtain his objective. Through many fine illustrations, Mr. Hodges demonstrated how his making life insurance a "tangible" thing through mental pictures has accounted for his great success as an agent.

Lists Seven Impairment Factors

H. F. McIntyre, Northwestern Mutual, Minneapolis, in his talk discussed simplified estate planning, which he refers to as "package estate planning." He attributes his success in this field to probing through the use of thoughtful questions. "There is a tremendous market for \$50,000 to \$100,000 sales," he said, "among prospects with moderately sized estates." These people are not aware of the seven "factors of impairment" which are like holes in a funnel allowing the gross estate to leak out before reaching their heirs. He enumerated these "impairment factors" as: Funeral and burial expenses, probate and administration fees, debts, claims against the estate, federal estate taxes, state inheritance taxes and lack of liquidity in the estate. He made a point of the fact that the lack of liquidity in an estate is sometimes a very serious problem and many times the "heart of the

San Antonio CLUs Hear Evaluation Of Agent, Attorney Roles

San Antonio CLU chapter heard Jack Cluck, San Antonio attorney, speak on the proper relations of life agent and the attorney with regards to estate planning.

Mr. Cluck said there should be a line drawn between what an agent does and what an attorney does. The agent is, however, no complete vacuum between the work of the two. The speaker said he has no wish to sell life insurance and the agent should avoid giving his client legal information.

Lists Improper Acts

Mr. Cluck then listed some improper acts of which the salesman may be guilty: He should not hold himself out as practicing law or as capable of preparing legal documents; he should not advise his client to go from one attorney to another, and he should share in the attorney's fee or share commission with an attorney.

What the agent should do is to measure the needs of his client; advise him as to the kind of coverage needed and the amount required; develop a comprehensive program, and sell the program he has developed.

Those areas most difficult to determine the extent of responsibility between agent and attorney are: Who has the responsibility of advising the buyer; who the party concerned really has acceptance of this responsibility, and who is responsible for the consequence. Mr. Cluck asked that agents and attorneys approach these problems with a desire for honest evaluation.

Panel To Discuss Future Marketing Trends At CLU, CPCU Joint Meet, Jan. 27

A three-man panel will discuss future insurance marketing trends under the theme "The Face of Tomorrow" at the annual joint meeting of the New York City CLU and CPCU chapters, Jan. 27, in the America First home office building.

Panel members will be Edwin S. Overman, assistant dean of American Institute; Harry Phillips, agent of Penn Mutual Life and a director of the New York City CLU chapter, and Melvin Warshaw, partner in the law firm of Wolkenberg & Warshaw.

estate" must be cut out and used for the needed liquidity. In his approach to the prospect, Mr. McIntyre disturbs his prospect by discussing the need for wills and guardianship provisions for the children, and the use of life insurance contingency trusts. In discussing guardianship provisions, he emphasizes the importance of selecting guardians who have the same religious beliefs, economic status and are about the same age as the parents. In discussing these points with his prospect, Mr. McIntyre maintains that he not only performs a worthwhile service but builds up confidence and ties his client to him. A few of his thought-provoking questions were: "Mr. Prospect, in your estate, are all of your dollars 'courthouse dollars' or are some of them 'contract dollars'?" "Mr. Prospect, if you had a choice of crossing a river on a \$10 toll bridge or a \$1 toll bridge, which would you take?" The latter question is asked when a prospect insists that there is enough money already and no estate planning is necessary.



...may as well be friends!

It's a lonely old world unless we work together. We believe that one main reason for National Fidelity Life's 44 year record of achievement is the warm spirit of friendliness and cooperation that has been maintained by NFL with its field associates. Even during the present period of accelerated expansion, NFL continues to offer the personal assistance which has been so basic to the development of a growing and dynamic organization. There is better opportunity for your success at NFL, where we help each other to attain our personal goals.

NEW POSITIONS being created for Salaried Supervisors and General Agents.

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W. Ralph Jones, President

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Advise Underwriters How To Aid Claims Man

A claims man's ideas on how underwriters can make things easier for him were presented by Howard C. Westphal, assistant secretary and director of claims of Continental Assurance, at the January meeting of Chicago Home Office Life Underwriters Assn.

Mr. Westphal's discussion took in the applications, inspection and attending physician's reports, and what he called "the special underwriting technique." The latter, he explained, is the guide by which each company prescribes its underwriting policy. These should be printed and kept up to date so that when a claim is contested, the claim department has proof that the risk was rated according to policy. He recommended that underwriters collate cases as to type and file them for convenient reference.

He urged underwriters to be assiduous in studying applications and inspection reports with an eye for fraudulent statements. Also, human failings, e.g. recklessness as manifested in an inordinate amount of traffic violations, lead to quick mortality and should not be overlooked, Mr. Westphal said.

A. A. L. General Agents Hold Annual Meeting

Production in 1959 of Aid Association for Lutherans was four times that of the first year of the decade, President Walter L. Rugland told 54 of the fraternal's agency heads at the annual general agents conference at the home office. The 1959 production of \$230 million was 8% ahead of 1958, he said.

Appearing on the conference program were Agency Vice-president George V. Krampien, and the fraternal's top producer in 1959, Herbert Krueger of Milwaukee, and a number of other home office staff members and general agents.

Top Producers Cited At Bankers Of Iowa Rallies

Top producers of Bankers Life of Iowa were recognized at a series of meetings of agency and group office managers and agents at the home office. Some 400 field force representatives attending the week-long sessions were addressed by President D. N. Warters.

Agency Managers Honored

Agency managers honored were W. A. Fraser, Lincoln, Neb., for leadership in new life and A&S production; P. A. Briglia, Duluth, and W. J. Steen, Tampa, for percentage of quota, and John E. Whitesell, Menomato, Minn., production from new men. J. T. Rainey, Los Angeles, and W. Frank Casey, Detroit, were regional group managers cited for leadership in new group cases and new group premium, respectively. Special honors went to million dollar producers Robert J. Gallivan, St. Paul, and Norb Koch, Minneapolis, both of whom exceeded the previous record of individual production.

Sunset Life Introduces Plan

Sunset Life has introduced a new triple protector plan which provides for the family head three times the face amount of protection for the first 10 years, double for the next 10 years, or until age 65 if sooner, and the face amount thereafter—all at a level premium. Generous change and conversion

privileges are offered without evidence of insurability. During the first 10 years, insured may change to permanent up to three times the face amount; from the 10th to the 15th year, up to twice the face amount; and after 15 years, to permanent equal to the face amount. If no earlier policy change is made, insured may retain the coverage expiring at the end of the 10th year by converting and having new permanent issued for this amount. The new policy will be issued on the attained age basis effective the date the 10-year coverage expires.

Continental Assurance GAs To Meet Jan. 28-29

Chairman Roy Tuchbreiter and President Howard C. Reeder of Continental Assurance will be principal speakers at the annual meeting, Jan. 28-29, of the company's General Agents & Managers Assn. at Chicago.

Other speakers will be David C. Scott, 1st vice-president; Joseph W. Glynn, vice-president and comptroller; Dr. Clifton L. Reeder, vice-president and medical director; Robert B. Hamor, vice-president and director of

agencies, and Spencer L. McCarty, managing director of New York State Assn. of Life Underwriters.

Seminar subjects to be discussed will be mutual funds vs life insurance, group insurance, retirement and special plans, and home protection and mortgage franchise.

Stockholders of Security Life of Minneapolis have approved a 100% stock dividend on stock of record Jan. 11. Stockholders also voted authority for the company to offer A&S insurance. Security Life is three years old.



SPECIAL REPORT
FROM CHICAGO

THE NORTH AMERICAN COMPANY

FOR LIFE, ACCIDENT AND HEALTH INSURANCE

(Since 1886)

Formerly
NORTH AMERICAN
ACCIDENT INSURANCE COMPANY

Over \$600,000,000 life insurance in force

Presents

A dramatic Life Insurance opportunity for 12 key regional sales directors—qualified men whose financial aspirations are consistent with assured growth. Write in confidence to Allen V. Dowling, President.

The

Since 1886

NORTH AMERICAN COMPANY

For LIFE, ACCIDENT AND HEALTH INSURANCE

209 SOUTH LA SALLE STREET • CHICAGO 4 • ILLINOIS

Operating in 48 states and District of Columbia

Over \$600,000,000.00 in force

Health Institute Reorganizes Staff, To Improve Service

Health Insurance Institute has announced it has enlarged its staff's responsibilities to fill requests for information from an increasing number of groups interested in health insurance. As part of the reorganization program, a former newsman has been

added to the institute's Washington office and the full staff has been assigned new responsibilities.

The new member of the staff is Ray M. Stroupe Jr., who has been Washington news editor for Chilton Publications and who wrote the column, "Capitol Headlines," which appeared in the Spectator. Mr. Stroupe also wrote for other Chilton publications such as Motor Age, Commercial Car Journal, Distribution Age and Iron Age.

James R. Williams, vice-president of the institute, on the reorganization,

said, "News media, national business and civic organizations and government agencies have expanded their interest in the activities of the health insurance business in the last few years, and it is the responsibility of the Washington office of the institute to help provide information on health insurance to these groups in Washington."

Additional responsibilities have been assigned to the institute's New York staff to meet some special requirements of the institute program and to

(CONTINUED ON PAGE 18)

THE
MAN
WHO
SELLS



JOHN HANCOCK ... grows in confidence ... through training

The John Hancock career trained man is among the best equipped and most successful of all life insurance underwriters.

His Initial Training Program includes a basic understanding of the fundamental purposes of life insurance, of pre-approach and presentation techniques, and of how to use effectively John Hancock's outstanding sales material.

Comprehensive financial planning—such as integrating social security and service benefits, income and inheritance taxes, estate analysis, advanced underwriting services and business life insurance—are thoroughly presented and discussed as his career develops with the help of home office sales schools, regional conferences, and national conventions.

A thorough opportunity for knowledge and "know-how," and an association with other successful men in a century-old company, with an up-to-date modern portfolio, cannot help but breed confidence—and success.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



\$100,000 Free Life Coverage For Space Men In House Bill

The seven astronauts, who are training for the United States' journey into outer space, will receive a \$100,000 life policy with premium paid for by the federal government in a bill put into the congressional hop by Rep. Daddario of Connecticut passed by both houses of Congress. As specified in the bill, an amendment to title III of the national aeronautics and space act of 1958, "insurance shall be payable as designated by the astronaut, or if no designation is made, to his estate, in event of his death while participating in training flights, simulated training flights or in actual flights designed to achieve successful orbit of a manned space vehicle around the earth."

Tax Break For Estate

In another section of the bill, the astronaut's estate would receive a tax break as follows: "Payments of insurance obtained under this section shall not be disregarded in determining the value of the gross estate of an astronaut under chapter 11 of the internal revenue code of 1958."

Rep. Daddario, a member of the House space committee, said he discussed the idea of covering the astronauts with representatives of insurance companies in Hartford, including Travelers, adding, "Travelers, one of the many fine insurance companies in the district, showed a willingness to issue a policy despite the unknown hazards facing pioneers in space travel and the obvious lack of available data on which rates can be set. A bill to authorize such insurance would obviously not have been feasible without some indication that such protection could and would be written."

New Risk Exploration

Rep. Daddario, noting the trend among life companies to explore covering new risks, said that in the field of aviation, once considered hazardous, both passengers and flight personnel on world-wide scheduled flights are today considered standard risks by the majority of life companies.

"While space is considered a startling new field by many," he said, "it actually offers an extension of man's hopes and willingness to travel and explore. The pioneers who will make our first flight deserve the coverage and protection for their families that I am confident the future will provide available to all."

Course To Prepare Brokers For N. Y. Agents Exam Begins Jan. 25

The 126th class of the Harmelin Assurance, general agents of Continental Assurance, to prepare brokers for the Feb. 18 New York State life agents examinations, will begin Jan. 25.

The course consists of five lectures and will be conducted at 50 Church Street, room 1807. Instruction will be given by David R. Harmelin and William Harmelin, both of whom have been LUTC moderators.

A Pennsylvania bill has been signed into law which would prohibit out-of-state insurers from using names which too closely resemble those of existing companies, or which may confuse or mislead the public. Previously the insurance commissioner had this prohibitory power only as to domestic insurers.

Life Audio-Visual Doubles Sales Ratio, Northwestern Mutual Group Told

An investment in audio-visual equipment can double an agent's percentage of successes—this was the consensus of a group of young agents who addressed the Northwestern Mutual eastern regional meeting at New York.

The audio-visual session was opened by Harold Gardiner, superintendent of education and field training, who compared the present state of audio-visual presentations with the McCormick reaper in its early years. "At first the farmer had a choice whether to use the reaper or not. Soon, he wanted to stay in competition, he had no choice. But audio-visual is not merely a thing of the future. 'It's already here, it already works,' Mr. Gardiner said.

Provides Necessary Guidance

Walter Mortensen, Brooklyn, showed how audio-visual helps provide an authoritative guidance and education for the client. Material in the presentation currently stresses death protection and savings for old age.

Mr. Mortensen found the equipment pays for itself immediately. It gives him time to sit back, watch the reactions of the family, and decide strategy accordingly. With the interest of the husband and wife aroused, a second appointment is made to pre-arrange a specific program and close the sale.

Uses Strategy In Presentation

Some techniques for the most effective use of the slides and sound track were taken up by Louis P. Masucci, Philadelphia. Mr. Masucci asks the prospect to help him set up the machine. This creates an atmosphere of cooperation between the two men. He uses the audio-visual to take the mind of the prospect off the presence of the agent and onto insurance problems he may face. Mr. Masucci shows the slides in silence, and at the end waits for the prospect or his wife to speak first, drawing them into active participation.

With the equipment, which Northwestern has dubbed the "miracle

worker," Mr. Masucci said he felt like Aladdin with his wonderful lamp.

"On any given day, my health or temperament is uncertain," he said, "but the machine is always the same." As for the highly dramatic content of the sales pitch, Mr. Masucci said that the show "might be corny, but

the problems are real. If that's corn, it's the corn that makes the bread of life."

Increases Success

Although the "miracle worker" can only dramatize the problem while leaving the responsibility for the close to the agent, Mr. Masucci said that he had doubled his batting average with audio-visual from about one in four sales interviews to more than 50% successes. He reported a special success in selling insured saving programs.

In his cold-canvass approach for an audio-visual interview, Thomas J. Cardullo, Hartford, appears at the prospect's door and presents an imposing-looking envelope. This usually impresses the man enough so he listens while Mr. Cardullo explains quickly that he has a money saving plan that he would like to talk about. He suggests a future appointment—or maybe the prospect would have a few minutes to spare right now. Often he does, and Mr. Cardullo gets his audio-visual machine out of his car and the presentation gets under way.



ANOTHER APPETITE... but 'ADD-ON' can help take care of it. Basic MONY policy covers client's immediate needs. As new needs arise, he adds on low-cost riders. That's why your clients will automatically think of 'ADD-ON' and you when their needs change.

National Life Of Vermont Raises Interest Rate On Advance Premiums To 4%

National Life of Vermont has raised to 4% its interest rate on premiums paid in advance. The new rate applies to money received now and in the future as prepayments on premiums and extends for a 10-year period. The after-10-years rate has also been increased, this one to 3.5%. Previously, interest on prepaid premiums for the 10-year period was 3.6% and 3.1% for the period thereafter.

In addition, the maximum amount which National Life will accept in advance on each policy has been increased from \$50,000 to \$100,000.

California Life Attains \$100 Million In Force

California Life has entered 1960 with \$100 million of insurance in force. At the end of 1958 the in force figure was \$68,802,627. This year's objective, according to President B. N. Nemerov, is \$175 million, and efforts will be made to reach this goal by Dec. 2, the date of the company's founding.



NEW HOME? Time to talk with your client about taking out a MONY 'ADD-ON' rider to protect his mortgage.

MONY PRESENTS 'ADD-ON' LIFE INSURANCE—YOUR CLIENTS WILL ASK YOU ABOUT IT

And you can have the answers!

With 'ADD-ON,' you provide your client with a basic MONY policy... and he gets the advantage of MONY's famous discount. Then, as new needs arise, your client adjusts his coverage by adding low-cost riders (subject to evidence of insurability and certain other reasonable qualifications). Your client builds a more comprehensive program... you build a long-time relationship.

For more information, send for free booklet or call nearest MONY office.



RETIREMENT PLANS can be better with MONY's 'ADD-ON' to guarantee a lifetime income.

FREE 'ADD-ON' BOOKLET FOR BROKERS
 MONY, Dept. NU-1, B'way at 55th St., N. Y. 19, N. Y.
 Please send _____ copies of free booklet,
 "How 'ADD-ON' Equals Protection Plus."

Name _____
 Address _____
 City _____ County _____ State _____
 or Zone _____
 Brokerage _____

MUTUAL OF NEW YORK

The Mutual Life Insurance Company of New York, New York, N. Y.
 Sales and service offices located throughout the United States and in Canada
 For Life, Accident & Sickness, Group Insurance, Pension Plans, **MONY TODAY MEANS MONY TOMORROW!**

Warns Of Danger In Neglecting Motivation Role In Making Sale

The vital role of motivation in life insurance selling and the danger of its being slighted are discussed by Wayne S. Bishop in the following letter commenting on the editorial on motivation research in the Dec. 12 issue. Mr. Bishop is vice-president of the Elba Corp. of Boulder, Colo., marketers of audio-visual training programs for selling life insurance.

In the past 18 months I have worked with over 3,000 agents, in groups of 25 to 250. The sessions have usually run about seven hours. There are always certain questions I ask. I believe you would be interested in some of the questions and answers:

1. How important is prospecting to your success in the life insurance business?

The answer always comes out to show that prospecting is all important to a man's success in the business.

Importance Of Motivation?

2. Once you are in the interview, how important is motivation to the closing of the sale? Is motivation of 10% importance; 50% importance; or 90% importance?

Invariably the answers show that the agents unanimously believe motivation to be from 80-to-90% important to the closing of a sale.

3. In your own agency, in your

own company, and in all companies what percentage of the agents are capable of drawing tears or moisture to the eyes, of putting a lump in the throat, of penetrating the heart and soul of a man's emotional makeup; other words, what percentage of the agents in all companies are powerful motivators?

10% Is Unusual

The answer is always amazingly spontaneous! There are usually shown from the floor of 1%; one-half 1%; one-tenth of 1%. Very infrequently some fellow will say 10%. But 90% of the answers are all below 3%. Isn't this significant, coming from the agents as they evaluate their own capacities to motivate?

4. In your own company, in your own agency, or in any company in the country, what percentage of the agents are accounting for about 80% of the business?

Answer: The answers almost always come back as being 5, 10, 15, 20% of the men. It usually hovers around 10 or 15%. The agents themselves are quite aware of the fact that only a small portion of the field force account for the majority of the business produced.

5. If you were to analyze carefully the men in the small percentage group who account for the majority of the business produced, would you or would you not find most of them to be pretty good motivators?

Spontaneously the agents always say that you would find these men to be good motivators (men in the 15-20% group who produce 80 or 90% of the business).

Aim Is To Stress Motivation

The purpose of this discussion in these training meetings is to focus the thinking of the agents present upon the importance of motivation and get them to express themselves on the subject. Perhaps you can appreciate why certain passages of thought in your editorial struck home to me so forcefully. For example, "rather than fooling around with images, it seems as if there is a lot more valuable marketing information to be obtained by finding out what kind of a salesman and what sales approach is effective with the public, and arranging things so that more effective salesmen are doing more effective things."

My experience in working with these agents proves another one of your points: "They've done their own personal motivation research, though few would think to dignify it by such a scientific-sounding term as motivational research." But here is where the difference lies: Although many agents realize the importance of motivation and even recognize it when they see it, the vast percentage are not capable of good motivation.

Figures Easier To Handle

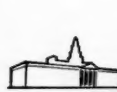
The vast majority find it much easier to deal with figures, with technicalities, with legal phraseology, with charts and graphs, with pat answers to objections, etc. It takes a number of months (and sometimes a couple of years) for a man to become capable of real motivation. Too many men have already departed from the business before this business of apprenticeship can be served and motivational skills learned and applied. Very frankly, this is the reason why our service has been meeting with such success in such a short period of time.

Your editorial is so valid and to the point that I am having it reprinted and sent to our people.

from the
standpoint
of INTEREST

We serve the
best interests of
our present
and future policyowners
by serving the best interests
of our agents and brokers.

Life, Accident & Sickness,
Pension Plans, Annuities



BERKSHIRE LIFE

Home Office Changes

Bankers L.&C.

William G. Burns has been appointed manager of brokerage sales. He was previously manager of the one-half million and special risks division, and he will continue in that capacity. He started as a marine and casualty underwriter with Fred W. Stroupe, Chicago general agency, and prior to joining Bankers in 1953 he was in the underwriting and sales department of Newhouse & Hawley, Lloyd's representatives of Chicago.



William G. Burns

Prudential

Jacob L. Miller, assistant general solicitor, has been promoted to assistant general counsel. He joined Prudential in 1924.

Raymond W. Bender, assistant actuary in the group actuarial and underwriting department since last summer, has been elected associate actuary. He has also been actuarial director of the north central regional home office in Minneapolis.

Joseph W. Ehrenreich, associate director in the planning and development department since 1956, is named director. From 1948 to 1956, he was at the western regional home office at Los Angeles.

Penn Mutual Life

Robert Dechert, general counsel since September, has been elected a trustee. He was appointed vice-president and counsel in 1927 and resigned as vice-president in 1930, when he formed the law firm of Dechert and Bok, but continued as Penn Mutual counsel until 1949 when he became general counsel. He took a leave of absence for more than two years starting in 1957, when he became general counsel for the Department of Defense.

Pilot Life

Haywood C. Mobley and Joseph V. White have been appointed special assistants in the manpower development program. Mr. Mobley has been with Prudential at Greensboro, N. C., and Mr. White with Security Life & Trust at Augusta.

Aetna Life

Daniel P. Cavanaugh, associate general counsel for the past year, has been named general counsel. He joined Aetna in 1923, was appointed assistant counsel in 1936 and later assistant general counsel.

John H. Filer, assistant counsel, is promoted to counsel and Robert B. Coppage, attorney in the law department, becomes assistant counsel.

Lincoln National Life

Five promotions have been made in the accounting department. Paul Fetting becomes chief accountant, Charles Sorg manager of direct insurance accounting, John Hoover manager of the why our tabulating division, Don Schlagenhauf manager of investment and reinsurance accounting, and Paul Rausch division accountant in charge of the premium division.

Mr. Fetting, formerly assistant con-

troller, succeeds to the responsibilities of the late Charles W. Carrel, controller, and will be in full charge of the accounting department. He joined the company in 1928 and went to Des Moines as cashier of Royal Union Life when that company was purchased by Lincoln Life in 1933. A few years later he returned to the home office and in 1947 was named superintendent of the night force, when this operation was inaugurated. He was appointed assistant controller in 1954.

Mr. Sorg joined the company in 1930, Mr. Hoover in 1936, and Mr. Schlagenhauf in 1949. Mr. Hoover was active in founding the northeastern Indiana chapter of National Machine Accountants Assn. and has been secretary and a board member. Mr. Rausch joined Reliance Life in 1923. In 1956, four years after that company was purchased by Lincoln Life, he went to the home office as staff accountant, which post he has held until now.

Massachusetts Mutual

Dr. B. Lincoln Wales Jr., a member of the medical staff since 1952, has been promoted to associate medical director.

Gerhardt M. Hoff, assistant public relations manager since 1958, has been named publications manager to head a new division in the public relations and sales promotion department. The division will operate as a home office communications center for employees.

Life Of Virginia

Guy E. Webb Jr. has been promoted from assistant regional director to regional director of agencies. He joined Life of Virginia last year after six years with New York Life. He is a CLU.

Union Central Life

R. J. DiSalvo has been appointed assistant medical director. Following duty in the U. S. Air Force medical corps, Mr. DiSalvo was resident at Cincinnati General Hospital, research fellow at Emory University school of medicine, and was chief of cardiology service and assistant chief of medicine at Cincinnati's Veteran's Hospital. During 1959 he was associate medical director of Western & Southern Life. He is also assistant clinical professor of medicine at University of Cincinnati college of medicine.

Pan-American Life

J. Vernon Richardson, manager of the group service department since 1958, has been appointed group secretary. He joined the group department in 1950 and also has been service superintendent and manager of group issue.

United Benefit Life

Joseph Lockman has been appointed senior training consultant in the life training department.

John Hancock

Theodore W. Leet, central group regional director with headquarters in Cleveland, has been promoted to assistant director of group sales and service at the home office.

NORTH AMERICAN ASSURANCE of Richmond has appointed Roger G. Peterson systems and budget manager. He was budget officer of American Mutual Liability and has been with Phoenix of Hartford and Aetna Fire.

Skog
says...



H. P. SKOGLUND, President

Poor Richard is Still Right!

Complaining about high taxes, it seems, has always been a popular pastime. At no time in modern history have the taxes paid for government—local, state and national—been higher. But back in 1757, Benjamin Franklin, writing as Poor Richard, made some observations about *taxes* that we may well keep in mind today.

"Taxes are indeed very heavy," he wrote, "and if those laid on by the government were the only ones we had to pay we might more easily discharge them; but we have many others and much more grievous to some of us."

Squandered time, he observed, is the heaviest tax of all and one we impose on ourselves. As Poor Richard said, "Sloth, by bringing on diseases, absolutely shortens life; for sloth, like rust, consumes faster than labor wears."

I agree with Poor Richard. Doing nothing wastes precious productive time, shortens life.

Making the most of productive time is important. And equally important is what you do with the dollars that productive time earns for you. North American's Lifetime Income Plan is one way to make sure your dollars continue working for you, by returning a guaranteed income for the rest of your days from the retirement date you specify. It will be worth your time to find out more about it.

HELP in paving the way for successful interviews is provided North American field men by newspaper ads like this appearing nationally in Nalac markets.

It's one way Nalac's CONFIDENT LIVING* approach is working to assure CONFIDENT SELLING for its men. Complete portfolio of Life and S&A. Ask for Brochure BO-321.

*Exclusive North American service mark

Over
\$3 1/2 Billion of
Life Insurance
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Home Office:
Minneapolis, Minnesota
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NORTH AMERICAN
Life and Casualty Company

H. P. Skoglund—President J. E. Scholefield, CLU—Vice President, Director of Agencies

NORTH AMERICAN INSURES CONFIDENT LIVING



Nation-Wide Financial Service for Life Insurance Representatives

Loans are available for you on your renewal commissions—for additional working capital, for business expansion, for personal use. Prompt, efficient, confidential service, from the outstanding organization specializing in direct loans to life insurance underwriters.

Life Underwriters Service Corporation

Life Underwriters Service Corp.
Security Bldg., Denver 2, Colo.

I am interested in your service. Please send further information, at no obligation to me.

☐ Agent
☐ Gen. Agt.

Name _____

Address _____

City _____ State _____

Mail this
Coupon
today

Changes In The Field

Life Of Virginia

Herman E. Campbell, associate district manager at Burlington, N. C., has been appointed a field training supervisor for North and South Carolina. He joined the company at Greenville, S. C., in 1950.

Wallace J. Sanders, district manager at Chester, S. C., since 1951 has been

transferred to Spartanburg, S. C., in the same capacity succeeding William G. Hantske, district manager there since 1937, who has relinquished his position because of ill health. Mr. Sanders was named associate district manager at Union, S. C., in 1947 and field training supervisor in 1951. Mr. Hantske has been associate district

manager at Columbia, S. C., and district manager at Anderson, Charleston and New Orleans.

Succeeding Mr. Sanders is James G. Long, associate manager at Greenville, S. C., since 1944.

Lincoln National Life

Herbert J. Bool, regional group manager at Houston since 1958 has been named to a like post at Phoenix. Richard C. Nash becomes regional group manager at Houston. Before going to Houston, Mr. Bool completed an ex-

tended period of home office training. Mr. Nash, who joined the company last year, has also completed extensive home office training in the group department. Neither had previous been in insurance.

Paul Revere-Mass. Protective

LeRoy G. von Schottenstein, regional training supervisor, has been named general agent at San Francisco. He has also been a group agent with Connecticut General in the San Francisco Bay area.



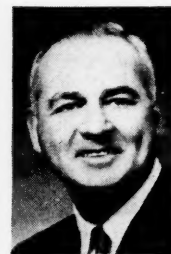
G. von Schottenstein

Prudential

William G. Moxley, manager at Merchantville, N. J., since 1958, has been named manager at Buffalo. He joined Prudential in 1952 at Philadelphia, where he later was appointed assistant manager and associate manager.

Continental Assurance

Herman Fishman has been appointed general agent in Detroit. The well-known University of Michigan athlete, chosen as one of the univer-



Herman Fishman



Robert Neilson

sity's 50 all-time athletes since 1900 has represented Franklin Life.

Robert E. Neilson has been appointed manager at Spokane. He entered the business in 1951 and has been assistant manager at Spokane for Prudential.

Robert C. Wareham has been appointed district manager of a new group office at Salt Lake City. He joined the company in 1957 and since 1958 has been group supervisor at Los Angeles.

Pan-American Life



Clifton Haynie

Clifton Haynie has been appointed general agent at Lubbock, Texas. He has been manager for Southwestern Life there. Mr. Haynie, a CLU, has also been with Aetna Life.

Aetna Life

General agents who have retired are:

Wendell F. Grant, Concord, N. H., who has been succeeded by Philip J. Adams, supervisor of the Sechtman agency at New York since 1956. Mr. Grant joined Aetna in 1923 and was home office group agent at Grand Rapids until 1929, when he became Concord general agent.

Henry N. Loneragan, Albany, whose

Are you like Willis?

Pearl Willis wanted his own shop and felt he was ready for it now. Midland Mutual agreed and gave Pearl the opportunity he was seeking . . . the opportunity to build his own business as a General Agent.

Why did he join Midland?

Pearl's answer: "When I talked with the men from Midland Mutual, I found a quality company which stressed the human element. I found a close-knit organization of insurance people who appreciate and reward individual achievement."

If you're like Pearl Willis, you have the know-how and desire it takes to go places in this business. You want your own shop right now. You're looking for a growing company with a full line of quality products, a generous contract, an experienced home office staff, and a

strong spirit of cooperation and human understanding. In short, you're looking for Midland Mutual.

Write Charles E. Sherer, CLU, Vice President and Director of Agencies, The Midland Mutual Life Insurance Company, 256 East Broad, Columbus, Ohio.



THE
MIDLAND MUTUAL
LIFE INSURANCE COMPANY

Midland Mutual has immediate agency openings in Tampa—St. Petersburg; Charlotte, North Carolina; Baltimore; Louisville; Memphis. Opportunities also available in other areas.

successor is William G. Fraser, formerly with the agency department at the home office. Mr. Lonergan has been with Aetna for 38 years as group agent at New York, Cincinnati and Los Angeles, as group supervisor and as Albany general agent since 1937.

A. H. Hiatt Jr., Minneapolis. Richard M. Fee, general agent in partnership with Mr. Hiatt since 1958, becomes sole general agent. Mr. Hiatt, a CLU, joined the company in 1925, later becoming superintendent of agencies. He has been Minneapolis general agent since 1942. Mr. Fee joined Aetna at Duluth and was named general agent at Kansas City in 1954.

Frank H. Plaisted, Portland, Ore., who will continue with the agency as consultant. Rodney M. Harpster, partner with Mr. Plaisted for three years, becomes sole general agent. Mr. Plaisted, also a CLU and with Aetna since 1924, has been assistant general agent at Omaha and Chicago and general agent at South Bend and St. Louis. Mr. Harpster joined the company at Shreveport and was named assistant general agent at Portland five years ago.

New England Life

Managers appointed general agents are Frank E. Brennan, Kansas City, and Horace D. Olmsted, Rochester,



Horace D. Olmsted



Frank E. Brennan

N. Y. Mr. Brennan, a CLU, joined New England Life at St. Louis in 1953 and became manager at Kansas City in 1958. He is a life member of MDRT. Mr. Olmsted entered New England's Pittsburgh agency in 1952 and was named assistant to the director of agencies in 1955. In 1956, he was appointed manager at Rochester. He is a CLU and a member of MDRT.

Union Central

Allen R. Lawson has been appointed manager at Indianapolis, succeeding Oren D. Pritchard, who went to the home office as 2nd vice-president. Mr. Lawson entered the business in 1951 with Great-West Life. Prior to his appointment, he was sales director of Associates Life.

United Benefit Life

Ronald Miles, district group manager at Omaha, has been advanced to regional group manager of a seven-state territory in the Omaha-Denver area. Walter Mailand, district manager at Detroit, has been promoted to regional manager there. Mr. Miles has been with the company 10 years and Mr. Mailand since 1947.

Robert Phillips, group representative at Atlanta, is now district manager there. He has five years' experience in group underwriting.

New district group manager at Los Angeles is John Pothen. He has been with the company since 1952 as group representative at Seattle, Portland, Ore., and Los Angeles.

Gary Hild, group representative at Chicago, will head a new group office at St. Louis.

Richard Sampson, field benefits

manager at Los Angeles, has been appointed field benefits supervisor of the West Coast region. Delbert Hillmer is new benefits manager of the Chicago district group office.

Manhattan Life

Richard C. Clark Jr., a former life broker at Mobile, has been appointed general agent there. He has also been with New York Life and Pan-Coastal Life.



Richard C. Clark Jr.

Western Life

Three new agency superintendents have been appointed: John H. Pickett Jr. at Louisville; Robert W. Steininger at Grand Rapids, and John A. Inman at Albuquerque. Mr. Pickett has been with Fidelity Mutual Life; Mr. Steininger with Lincoln National Life, and

Mr. Inman with both Mutual Life of New York and Prudential.

Metropolitan Life

Robert F. Carey, assistant regional group manager at Boston, and Ferris L. Bowman, assistant regional group manager at Chicago have been promoted to regional managers at Philadelphia and Pittsburgh, respectively. They succeed Charles W. McGinnis, who has retired and who was in charge of both areas when they were combined under one regional organization.

Franklin Life

J. Frank Strawn has been promoted to general agent at Greenville, N. C. He entered insurance last August and has been supervisor of the Grady agency at Raleigh.

Connecticut Mutual Life

Frank E. Turpie has been appointed assistant general agent to head the new district office in Fresno.

Berkshire Life

Murray White has been appointed assistant general agent of the Whelan-Frankford agency at New York where

he has been with Aetna Life since 1952. He was a member of MDRT in 1957 and 1958 and is a director of New York City Life Underwriters Assn.

Colonial Life



William H. Beake Jr.

William H. Beake Jr., manager at Mineola, N.Y., since 1957, has been appointed resident superintendent of agencies there. He has also been with Aetna Life in New York.

Occidental of Raleigh

Appointed district managers are Ralph R. Cardenas at San Antonio and Rollin R. Ormiston at Coronado, Cal.

W. O. W., Omaha

Jack Overstreet has been promoted to district manager at Cookeville, Tenn.

If you know of a business with 5 or more key employees or executives, then you have an excellent prospect for a . . .

Provident SALARY CONTINUANCE PLAN

YOU CAN OFFER A choice of plans and a choice of guarantees, realistic disability income, premium reduction, and optional employer participation.

The market is large and the income possibilities are excellent. Provident has the facilities and the know-how to design programs to fit the needs of your prospects. Write us for details.

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LIFE AND ACCIDENT HOSPITAL • SURGICAL • MEDICAL

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CHATTANOOGA

Editorial Comment

Multiple Line Should Work Both Ways

The hearing on amending the New York law to permit life companies to engage in the fire-casualty business disclosed some important and significant facts.

It showed that a substantial number of life companies, irrespective of any present plans to expand their scope, resent being told that they can't acquire a fire or casualty company while at the same time the latter types of companies are completely free to own life insurers.

Moreover, the insurers whose testimony was heard are all prominent and long-established. They are not new or struggling companies seeking a novel method of selling that would rescue them from a weak competitive position.

The complete absence of opposition from anyone but the New York insurance superintendent demonstrated that not even the most conservative, tradition-bound life insurer agreed with Mr. Thatcher's objections to letting life companies go beyond their present boundaries. At least no company was enough concerned to express such a view.

The keen interest of the companies that were heard made it pretty clear that if the law were amended there would be quite a movement of life insurers toward ownership of fire and casualty companies.

Considering that the joint legislative committee on insurance rates and regulation was merely holding an exploratory hearing and has no intention of offering a bill this year, the response on the part of the life business betokens a really surprising degree of interest in going multiple-line. It is even more eye-opening when it is remembered that not so many years ago a lot of life companies were quite dubious about getting even so far off the pure life track as to write A&S.

All the witnesses at the hearing stressed the unfairness, in principle, of preventing life companies from owning fire-casualty companies while letting fire-casualty insurers own life

companies. In addition, President John Cameron of Guardian Life showed how this can work to the detriment of a life insurer with no fire-casualty subsidiary. The tendency for brokers who now give their life business to such a life insurer will be more and more to give it instead to the life affiliates of the general lines insurers with which they place their fire-casualty business.

We recently heard of an actual case where this sort of thing was helped along by the general lines insurer. A life company was about to write a \$10 million group life case—in fact, had it all but sewed up. The buyer's fire-casualty insurer, however, got into the act and put on the pressure to be allowed to handle the insured corporation's entire insurance setup—and succeeded in corraling the group case.

We don't know whether the deal involved acceptance of an "accommodation" line, like an automobile fleet with a poor loss record, but the possibilities of fire-casualty insurers' snagging group life and other life business in this way have been obvious for a long time.

This sort of thing underscores the unfairness of leaving life companies open to such competition without being in a position to protect themselves by having fire-casualty insurers of their own.

The argument that the special nature of life company risks and obligations makes it unwise for them to be permitted to own fire-casualty insurers doesn't seem to hold water, provided the law embodies safeguards to prevent a life insurer from investing an unsound proportion of its assets in a general lines insurer.

The protection of life insurance policyholders' funds from unwise chance-taking is of course the primary consideration. But such protection doesn't seem impossible to devise or enforce.

Moreover, protecting the policyholders is a road that has a ditch on both sides, as the saying is. There isn't much sense in being so ultra-conser-

vative in protecting policyholders' funds that the insurer is placed at a serious competitive disadvantage thereby, with consequent adverse effect on net cost of his insurance.—R.B.M.

Personals

Carrol M. Shanks, president of Prudential, has been elected Protestant national co-chairman of National Conference of Christians & Jews to succeed Benjamin F. Fairless, former chairman of U. S. Steel Corp., who has resigned.

Roy Tuchbreiter, chairman of Continental Assurance, has been named to DePaul University's board of lay trustees.

Deaths

PAUL D. WILLIAMS, 61, general agent at Minneapolis for Minnesota Mutual Life, died there.

ALBERT H. CHAPMAN, 79, district manager at Kansas City of Fidelity Life & Income Mutual of Benton Harbor, died at Kansas City. He was a district manager 53 years.

Mrs. KATHRYN G. HOBBS, 66, wife of Philip Hobbs, retired Chicago manager of Equitable Society, died there. Mr. Hobbs is also a past president of National Assn. of Life Underwriters.

FRANCIS A. SULLIVAN, retired auditing manager of Metropolitan Life, died at his home in Bloomfield, N. J., after a brief illness.

To Brief Pension Group On Possible Tax Changes For Employee Plans, Pensions

Joseph L. Seligman, west coast attorney, will discuss and report on the House ways and means committee hearings on possible revision of the tax structure of pension and employee benefit plans at a dinner of American Pension Conference, Jan. 28. The dinner will be held in the grand ballroom of the Hotel New Yorker, New York at 6:30 p.m.

Mr. Seligman was a member of the panel which met with the ways and means committee to review the subject of tax changes for pensions and employee benefit plans.

A&S Persistency Award Inaugurated By IAAHU

A health insurance persistency award has been inaugurated for 1960 by International Assn. of A&H Underwriters. The citation is a sister award to the Leading Producers Round Table honor given in recognition of top production.

Qualifiers must have paid A&S production for 1958 and 1959 of \$2,500 of annualized premium on at least 19 policies.

Deadline for applicants is Feb. 29, and winners, who will receive hand-lettered certificates, will be announced in May. Application blanks are contained in the Accident & Health Underwriter magazine of IAAHU or may be obtained from international association headquarters or local association officers.

Schedule Southern Cal. Sales Congress Feb. 2

The annual sales congress sponsored by Los Angeles Assn. of Life Underwriters is scheduled for Feb. 2 at Occidental College.

Speakers will be Dudley Dowell, executive vice-president of New York Life; Lloyd L. Austin, president of Security, First National Bank of Los Angeles; Rev. Louis H. Evans Jr. of Bel Air Presbyterian Church, Los Angeles; Jack E. Percival Jr., Penn Mutual, San Diego, and Bart Hodges, New York Life, Austin, Tex.

A panel of Los Angeles agents will discuss business insurance. Participants and their subjects are Edwin G. Davies, Manufacturers Life, life insurance for business purposes; Norma W. Bard, Phoenix Mutual, stock retirement section 303; Robert A. Brown Jr., Pacific Mutual, salary continuation plans involving death or disability; Richard M. Baker, Mutual Benefit Life, wife insurance in the closely held corporation; and G. Nolan Bearden, New England Life, the buy-out agreement.

Correction On Berkshire Life Appointment Of Logan As General Agent At K. C.

In the Dec. 26 issue of THE NATIONAL UNDERWRITER it was incorrectly reported that F. P. Logan had been general agent for Berkshire Life at Kansas City for the past three years, rather than general agent there for United States Life for the three-year period. Mr. Logan has only recently been named Kansas City general agent for Berkshire. He entered the life business in 1922 with Provident Mutual Life, joined National Life of Vermont in 1938, became general agent at Kansas City for United States Life in 1956 and general agent for Berkshire Life in December, 1959.

Everett Klaus Appointed Ore. Deputy Commissioner

Everett L. Klaus of Silverton has been appointed deputy insurance commissioner of Oregon for life and A&S. He has been with the Oregon tax commission as auditor since 1955. From 1939 to 1946 he was with Sherwood & Roberts agency of Walla Walla, representing Sun Life of Canada. From 1946 to 1955 he worked part-time as a general agent.

Atlas Mutual Life has moved into its new 3-story home office building at 935 East 38th Street, Indianapolis.

THE NATIONAL UNDERWRITER

The National Weekly Newspaper
of Life and A&S Insurance



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Company Production Records For '59 Given

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000 and module (group) ordinary sales totaled \$94,326,000. Annualized A&S premiums were \$2,152,730. Total individual and group in force at the end of the year was \$7,458,000,000.

NATIONAL LIFE OF VERMONT

Total sales of National Life of Vermont reached a record \$457 million in 1959, a gain of 57% over 1958. Annualized premiums totaled \$15 million, a 44% increase. Leading agencies were Dillon-Griffin, Atlanta; Hodges, New York, and Johnson, Chicago.

NEW ENGLAND LIFE

New England Life individual life sales in 1959 were \$809 million, a record and 7% over the 1958 figure. Contributing to the total were record December sales of \$58.6 million, up 20%. Leading agency was Marks, New York, with \$48.5 million of new business. Leading agent was Sidney O. Thompson, Byrnes agency at New York, with \$6,450,000 in sales.

PROVIDENT LIFE OF N. D.

New business of Provident Life of North Dakota amounted to \$32,059,176 in 1959. Insurance in force at year-end was \$212,343,485, an increase of 7.1% over the previous year.

PROVIDENT MUTUAL

Provident Mutual Life added \$245 million of life in force in 1959 and \$400,000 of annualized A&S premiums. Some \$48 million in group life was issued during the year as compared to \$22 million in 1958. Total new group premiums exceeded \$2 million.

SHENANDOAH LIFE

Sales of life insurance and annuities by Shenandoah Life exceeded \$37 million in 1959, a \$6 million gain over 1958 sales. Group sales in 1959, the year Shenandoah entered the group field, were \$8 million.

STATE MUTUAL LIFE

State Mutual Life's individual life production in 1959 reached \$227,614,000, a record and gain of almost 17%, and group sales were \$184,588,000, also a record and up 21%. Total group and individual sales showed a gain of 18.5%. New premiums for individual A&S contracts were 48% ahead of 1958 totals. Leading agencies were Leck, Chicago; Paulus, Dayton, and Hammer, Tampa.

SUNSET LIFE

New ordinary business of Sunset Life increased 14% in 1959. A&S sales were 17% above 1958.

UNION MUTUAL LIFE

Union Mutual Life, during the closing days of 1959, passed \$1 billion of life in force and ended the year with a total in force of \$1,020,896,723. In 1959, the company added \$89,096,683 of life in force, an increase of 9.6%.

N. Y. Bar Card Has Three Timely Panels

Harry J. McCallion, associate general counsel of New York Life, who is

chairman of the insurance law section of New York State Bar Assn. will preside at the annual meeting of the section Jan. 28 at the Biltmore Hotel in New York. The section's program is being held in conjunction with the annual meeting of the association.



Harry J. McCallion

The section's program will consist of three panels. The first on how life insurance is used by law firms and closely held corporations will feature Denis B. Maduro and Edwin M. Jones, New York estate planning counsel, as the speakers. Mr. Maduro was instrumental in setting up the new group life program of the association.

The morning session will continue with a panel on the problem of fraudulent automobile accident claims, moderated by Lewis C. Ryan of Hancock, Dorr, Ryan & Shove, Syracuse. Mr. Ryan is a former president of the state bar association. The panelists, who will discuss the measures that can be taken to correct the problem are Denis M. Hurley, of Hurley, Kearney & Lane, Brooklyn, from the legal viewpoint; George Hall, of Chicago, associate counsel American Medical Assn., from the medical standpoint, and R. Newell Lusby, vice-president of America Fore, from the insurance point of view.

Following the luncheon, at which Superintendent Thatcher will speak, there will be a panel on recent developments in insurance litigation, which will be moderated by Professor Raymond O'Keefe of the Fordham University school of law. Developments in casualty litigation will be presented by William F. X. Geoghan Jr. of Cusack, Shumate & Geoghan, New York; in life insurance by Samuel M. Lane, of Casey, Lane & Mittendorf, New York, and in workmen's compensation by Solon Stone, of Kenefick, Letchworth, Baldy, Phillips & Emblidge, Buffalo.

Conn. General Board Calls Special Stockholders Meet

Connecticut General directors have called a special stockholders meeting for Jan. 26, to accept changes in the company's charter made by the last general assembly and to act on recommended changes in the by-laws. The charter and by-law changes are largely technical, affecting the length of terms of directors and the size and membership of the board.

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Are you a strong personal producer or brokerage supervisor? You can step up to your own profitable agency by taking advantage of this outstanding General Agency opportunity with a progressive company. Competitive life contracts plus guaranteed renewable accident and sickness and major medical. You can make up to 103% of the first year's premium. Send resume today for quick, confidential details.

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Some folks shy away from writing Term, except perhaps as a rider on a so-called "permanent" plan. But not us.

We'll write Term on almost any sound arrangement that will do a needed job for the insured. That means Term alone — or Term on Term — or even Decreasing Term on Decreasing Term!

Our Income Protection plan is straight Decreasing Term of 10 to 50 years' duration, issued as policy or rider. As a rider, you can add it to "permanent" and level Term plans or even to a Decreasing Term (Income Protection) policy.

Look what this opens up. Like the case of the man who wants his widow to have \$200 a month to age 65, plus \$50 a month for each child until grown. One Income Protection policy, plus an Income Protection rider for each child, does the job neatly, inexpensively.

We'll issue it substandard, or if he qualifies, add a Disability Income provision. And it's all convertible — all the way to age 65.

Yes, we issue Term on Term. Why? Because that's what it takes to do the job some men want at a price they can pay. It means a lot of peace of mind per premium dollar!

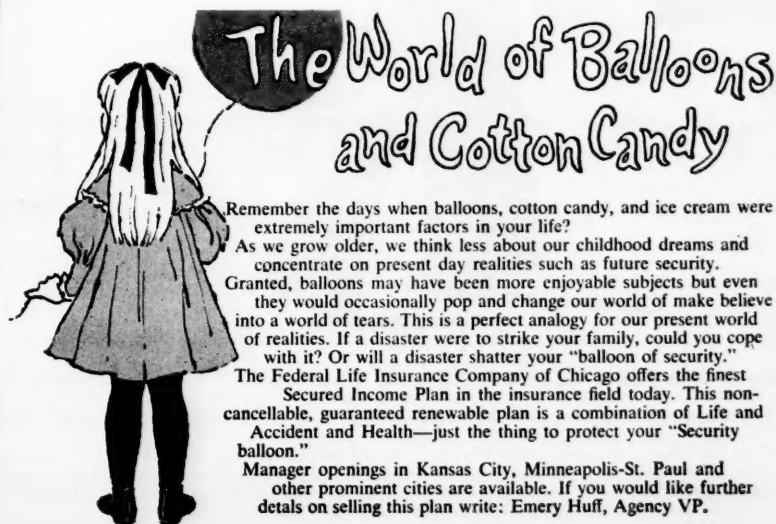
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Chicagoans Hear Five Speakers Present Outlook For 1960

(CONTINUED FROM PAGE 3)

ty and casualty insurance; Director Joseph S. Gerber of Illinois, insurance regulation, and Levering Cartwright, president Cartwright, Valleau & Co., insurance stocks.

For 1960 and for the next decade, prosperity is forecast for the U. S., Mr. Neal observed. Great advancements are predicted both socially and culturally. The demand for A&S insurance is likely to increase at an accelerated rate in what is already a

\$6 billion business. The accident and health insurance companies are adequate to do the job, he said, if they are unhampered or unfettered by government intervention.

The year 1960, an election year, Mr. Neal said, is a crucial one for health insurance. The issue is not continuance of health insurance but a question of whether it will be voluntary or collectivistic.

Housing, job opportunities, income

and health are four major social problems with which the government is dealing. In health insurance, the Forand bill is the great threat to the business. Mr. Neal said to append health insurance to the social security law will not help persons needing it the most, those not already under the act. The cost of the Forand legislation in the first year is estimated at more than \$2 billion.

He pointed out that approximately

80% of the U. S. population already has health insurance coverage of some form and the companies are taking steps in many ways to continue or permit coverage at older ages.

Persons in the voluntary A&S insurance business must continue to work to maintain their position, Mr. Neal cautioned, because those wanting something else are working hard for their point of view.

Mr. Guertin said the big event in the life insurance business in 1959 was the enactment of the new tax law following 10 years of study. The law boosts company tax bills on the average by "very large amounts," he said, and it puts each insurer on its own as to taxation instead of on a basis in relation to all other companies. It forces the companies to look at every move they make and every change in the light of tax implications, something that hasn't been necessary before.

Another event of the year which will have consequences in the future was the decision that the securities aspects of variable annuities fall under the jurisdiction of the SEC. This introduces the question of determination of federal-state responsibility that will be difficult to resolve. The government and the state securities commissioners will be introduced to an area of regulation in which neither has had any experience.

Agree On Credit Regulations

Credit insurance regulations were agreed on by National Assn. of Insurance Commissioners last year, and there was introduced the vital matter of rate regulation in the life business. Mr. Guertin said this has been a cause of great concern to many company men who fear it could spread to other areas, although it is widely admitted, too, that in the credit field there were not many alternatives.

Among other items of note in the year ahead, Mr. Guertin mentioned the likelihood of further acquisitions of life companies by fire and casualty insurers. The "phenomenal growth" of new stock life companies continues, but Mr. Guertin said there has been noted the beginning of the consolidation and merger of some of these newer entrants. The glamour of the quick dollar in the life business is not so lasting, and some of these new companies have found that out.

In the legislative area he mentioned the Forand bill as the biggest item, remarking that ALC and Life Insurance Assn. will fight it along with the HIA. Also on the social security front, he said, are about 20 other bills, all of the same nature, as Forand. If such proposals should go through there would be a complete socialistic health system.

Sen. O'Mahoney will continue his in-



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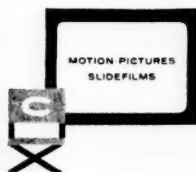
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vestigation in 1960, but the life insurance business, Mr. Guertin said, has a good record. It doesn't fear an examination except as to the cost it necessitates and time it consumes. Another unfortunate aspect is that such investigations put the industry being investigated on the defensive.

Competitively, he said, the years ahead will see a broader use of guaranteed insurability, the possibility of the beginning of variable annuity writing, wider use of age differentials for rating females, and lower rates resulting from more favorable interest earnings.

Growth in savings and loan associations and their attractive interest rates has given them a faster growth than the life companies are achieving as a savings medium. Investment trusts also are growing. They are having their effect in the relationship of money saved through life insurance and the normal indices of savings. Inflation enters the picture here, Mr. Guertin said. The other savings outlets and inflation are causing wider sales of term insurance.

Inflation Is Main Battle

The number one battle for the life companies is inflation, which causes a swing away from life insurance by the consumer while his need for it grows.

Mr. McKerrow noted that last year saw some improvement in the casualty field, a trend which he believes will continue into 1960. It is thought by some that there will be underwriting profit this year, but Mr. McKerrow said if there is it is likely to be artificial. Rate increases granted in the past are already inadequate and with inflation continuing the business will have difficulty keeping up with costs.

The apparent easing of loss ratios in the fire and casualty line, Mr. McKerrow said, will increase competition for some of the large commercial risks. They will be hotly contended for, and will, he predicted again in the long run, prove to be unprofitable. He said he foresees more commercial multiple peril policies sold in the future despite the problems inherent in them.

Selective underwriting is the answer to this situation, Mr. McKerrow added, offering the opinion that the slogan is cautious optimism.

With the expectation of further hearings by the O'Mahoney subcommittee, Mr. Gerber said the insurance departments in the future will live in glass houses. In view of this, he predicted that there will be a relaxation of rating laws with less uniformity and stronger competition. He said he sees lower rates ahead, and unique package coverages, with the smaller companies affected adversely and the producers feeling the impact.

Investigations To Continue

Municipal and other investigations will continue to harass the business, he declared.

"NAIC will be compelled to determine its true place in the regulation of insurance," Mr. Gerber averred. He said it will have to be decided whether NAIC should strengthen its central office, and even, as some have suggested, move to Washington so the organization can play a stronger role.

The continuing spotlight on state regulation means, among other things, Mr. Gerber said, that the industry will have to act more expeditiously, when working with the NAIC to solve problems. The business can't afford to seem to be guilty of procrastination.

Franklin Life Agents Have \$31,620,000 Day

Franklin Life's field force set a record-breaking, single day sales production Jan. 11 of \$31,620,000. The maximum effort was built around the theme of "Nominate a President." The agents will indicate their preference for Democratic and Republican presidential nominees, with the results of the straw ballot to be made known at a later date.

Charles E. Becker, president, and other executives received reports from regional managers and general agents by telephone and telegraph throughout the 24-hour period. The California division, headed by George A. Landis, western executive director, Los Angeles, topped the day's production with \$2,206,000. The eastern division, headed

Charles E. Becker (seated), president of Franklin Life, and F. J. Budinger, executive vice-president, receive returns of the company's "Nominate a President" maximum effort on Jan. 11, on which the field force set an all-time record of \$31,620,000 for a single day's sales.



by Claude L. Freed, Philadelphia, reported well over \$1 million, as did also the Chicago division.

The previous one-day high was established June 12, 1958, with sales of \$30,478,000.

St. Paul F.&M. Acquires Small Local Life Insurer

St. Paul Life & Casualty has been acquired by St. Paul F.&M.

St. Paul L.&C. is a small St. Paul insurer which was purchased as an adjunct to the operations of Western Life of Helena, a St. Paul affiliate which will be moved to St. Paul in the future.

At the end of 1958, St. Paul L.&C. had assets of \$21,815, a gross surplus of \$16,769 and \$112,250 insurance in force, all ordinary. The company was organized in 1953 and writes ordinary, 20-year life and 20-year endowments. The contracts now in effect will be continued through the agents and brokers now handling them.

Nw Mutual Agents Meet

Northwestern Mutual agents from Minnesota, Wisconsin and the Dakotas met at Minneapolis for their annual regional conference. The meeting was attended by 150 agents. The home office was represented by Vice-president Robert E. Dineen; Laflin C. Jones, director of market research; Thomas L. Callan, assistant secretary; William M. Snell, assistant actuary, and Eric J. Wien, assistant superintendent of agencies.

The next 10 years constitute a big challenge to state regulation, Mr. Gerber remarked. State by state the legislatures will have to decide how much they will do for the departments and what they want them to do.

Mr. Cartwright fashioned his talk around the theme of setting up a mutual fund in which all the investments would be in stock of Illinois companies represented by members at the meeting. He went over the companies one by one, noting that their stocks seem to be fairly priced in relation to their prospects.

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PROBLEM: Sales aids for life insurance and Mutual Funds ANSWER: Standard Life of Indiana

Yes, we pioneered the idea of a balanced program, one consisting of life insurance and an equity investment in mutual funds. Not only have we shown our representatives how they can qualify to sell such a program, but also have equipped them with unique sales tools to do the job. If you are qualified to sell mutual funds but need some real sales aids to sell the idea of a balanced program then write me immediately.

H. J. Noel, Agency Vice-President

Standard Life Insurance Company
OF INDIANA
INDIANAPOLIS

LIFE INSURANCE GENERAL AGENCIES OPEN IN Arizona • California • Colorado • Connecticut • Delaware • Florida • Georgia • Illinois • Indiana • Kentucky • Louisiana • Maine • Maryland • Massachusetts • Michigan • Missouri • New Hampshire • New Mexico • Ohio • Oklahoma • Pennsylvania • Tennessee • Utah • Virginia • West Virginia • D. of C. • Hawaii

Protest Against Inequity Of N. Y. Ban On Multi-Line Sales

(CONTINUED FROM PAGE 1)

of inquiries asking whether any such amendment is being proposed by the insurance department.

"This department, of course, has considered and suggested to your committee for its consideration areas in which legislation might be enacted to smooth the path for multiple-line operations on the part of fire and casualty insurers. It has not proposed that the powers of life companies be

extended to permit the doing of fire and casualty business.

Only Two Exceptions

"The insurance law forbids the doing of such business by domestic life companies. With a limited exception (which applies only to two foreign companies whose operations were recognized by the enactment of section 42(6)), the insurance law does not

permit a license to be issued to a foreign or alien life insurance company which is doing such business.

"The reasons for so confining the operations of life companies are longstanding and relate not only to the particular nature of life insurance risks and obligations but also to matters of important social and economic policy. Under such circumstances I would like to be entirely clear that

this department does not endorse the proposal for amendment of the law in this regard."

The most comprehensive testimony was that given by John G. Kelly, assistant general counsel of Mutual of New York. He quoted a recent statement by Robert A. Rennie, vice-president of Nationwide: "Property and casualty insurers are moving rapidly to acquire life affiliates. Today more than 100 insurance organizations are writing all major lines and generating at least 20% of the total premiums in life, property and casualty insurance."

"This entry into the life insurance field by other insurers," said Mr. Kelly, "has been occasioned in part by the desire of business to serve the consumer interest through increasing the convenience with which related needs may be met. The efforts of this already sizable and growing section of the business are directed to providing a complete service—in this case comprehensive coverages to meet all types of insurance needs—performed by one company or a group of companies."

Electronics A Factor

"This is only a reflection of similar efforts being made in many other fields of enterprise. In the insurance business these efforts are based on the belief that many developments, particularly in the field of office equipment, including electronic calculating, recording, bill and policy issue machines, now offer opportunities for economies and other advantages in this type of comprehensive insurance operation which were never before possible."

"There is some evidence that this type of comprehensive service through a single organization is something that the public is interested in having developed. There is evidence that it is already a recognizable factor in competition and it can easily become an exceedingly potent force."

Will Be At Disadvantage

"If this trend continues, life insurance companies incorporated in New York manifestly will be at a disadvantage and in no position to defend themselves unless the present law is changed so that they may enter, if they desire, other insurance lines. Until this change is made there will probably not be any serious study undertaken because it would be wholly futile if the present restrictions remain."

Mr. Kelly strongly stressed the point that the New York statutory restrictions that keep life companies from multiple-line operations "date back to an era which is long passed."

"Since that time," he said, "there have been vast changes in the sense of public responsibility of company managements, in regulation to assure financial stability and in the many safeguards in materials and mechanization against the hazards of catastrophic losses which existed in earlier and simpler days."

"Rather outstanding success, long carried on without fanfare, of the multiple-line writing by the two large

Mr. Agency Builder:

STRIKE IT RICH!

You can "Roll a Strike" every time with Columbus Mutual's Agent's Contract, Induction Program, and Sales Packages—because your agents make money and you make money with:

- Top Commissions on Leading Par and Non-par Policy Contracts.
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- Higher Lifetime Compensation in Service Fees.
- Non-Contributory Pension Plan.
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- New Induction Program—completely flexible for new agents, established producers, and brokers alike.
- Profitable, success-proven Sales Packages.
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Well-balanced General Agent's Contract providing liberal overwriting and liberal expense allowance.

PLUS

Friendly, effective Home Office assistance to help you in your Recruiting, Training, and Agency Building Program.

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Alabama, Arizona, California, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington, D.C., and West Virginia.

COLUMBUS MUTUAL

Life Insurance Company

Columbus 16, Ohio

Frederick E. Jones, President Fred C. Adams, Sup't. of Agents

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MUTUAL'S
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AGENCY

YOUR FUTURE
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A Service Guide A

CONFIDENTIAL NEGOTIATIONS FOR
SALE OF INSURANCE COMPANIES

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PERSONAL PROTECTION 189

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Connecticut companies already mentioned appears to furnish concrete evidence of the best kind that there is nothing unusual or dangerous or in any way against the public interest in having combination companies.

"In the light of these facts, fairness and realism suggest that multiple-line insurance operations should be made a two-way street, so that domestic life insurance companies, if they so desire, may effectively compete in the broad insurance field. Otherwise, life insurance companies incorporated in New York will be at a distinct and increasing competitive disadvantage—both within and without the state of New York—in relation to casualty and property insurance companies, which are now permitted to engage in the life insurance field.

"Therefore, we urge that the New York law be amended so as to permit domestic life insurance companies, in the discretion of management, to provide broad insurance coverage in other lines."

Offers Data On Laws

Mr. Kelly offered for the record a compilation listing multiple-line fleets which are headed by life companies. He also placed in evidence a summary of the laws of the states and the District of Columbia showing whether a domestic life company may do a fire and/or casualty business and the restrictions on insurance stock investments made by domestic life insurers. These are given at the end of this article.

Ronald B. Swinford, vice-president of New York Life, read a letter from Clarence J. Myers, the company's president and chairman. Mr. Myers said New York Life has made no decision to write other lines if permitted to do so but does favor the proposed amendment.

He said the law permits fire-casualty companies to do a life insurance business and permits two prominent life companies to do a fire-casualty business, a situation that points

up the inequity of the present law and calls for remedial legislation. He emphasized that such legislation should contain safeguards that would prevent a life company from getting too much of its assets behind its general lines risks.

Frederick W. Read Jr., counsel of Home Life of New York, said it would be "logical and desirable" to enact the proposed enabling legislation, though Home Life has no immediate plans for getting into the general lines business and has not even discussed whether it would do so if the law were changed.

Oates Sends Letter

A letter from President James F. Oates Jr. of Equitable Society, read by the committee's special counsel, Julius Wikler, former New York insurance superintendent, said the company has no plans for writing general lines but Equitable feels there is merit to the position that if casualty companies can write life insurance there should be a parallel right of life companies to engage in casualty lines.

President John L. Cameron of Guardian Life expressed concern over the fact that fire-casualty companies can acquire life companies but not vice versa. He said it is not an immediate problem for Guardian, but the company gets a good proportion of its business from general insurance brokers and in time the tendency would be for brokers to take their life business to the life companies affiliated with their fire and casualty companies. However, he said Guardian has no immediate plans to do a fire-casualty business if the law should be amended.

'Child' Would Outstrip 'Parent'

Mr. Cameron pointed out that if the life insurance subsidiaries of fire-casualty companies grow as they may be expected to grow, the subsidiary should in time have more assets than the parent company, so that the "child" would be of greater significance than

the "parent," bringing about much the same situation that the present law is designed to prevent.

Buist M. Anderson, vice-president and counsel of Connecticut General Life, said the reason he was testifying was that his company's interest in the matter was so widely known that it might have been thought strange if he had not made an appearance. He disclosed that last Feb. 16 Connecticut General had brought suit for declaratory judgment in the state supreme court in New York county seeking to establish that Connecticut General and other companies in a like position were entitled to acquire fire and casualty affiliates, which thus far they have been prevented from doing by an opinion of the state attorney-general interpreting the insurance law.

Doesn't Relish Situation

"We don't relish the present situation, in which a fire or casualty company can acquire a life company but a life company can't acquire a fire or casualty company," he said. "We believe the present law has been misconstrued and if not, that it is in con-

flict with both the federal and state constitutions."

Mr. Anderson said a complaint and an answer had been filed in the suit and that a stipulation of facts was about to be signed and perhaps already had been. A motion to bring the case to trial soon is expected, he said.

Condon Not Proposing A Bill

The committee chairman, Sen. Condon of Yonkers, said the committee doesn't anticipate putting in a bill at this session. The hearing was entirely exploratory, he said, adding that he himself has no position on the question.

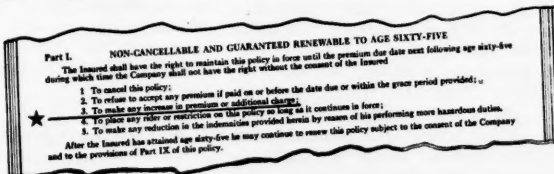
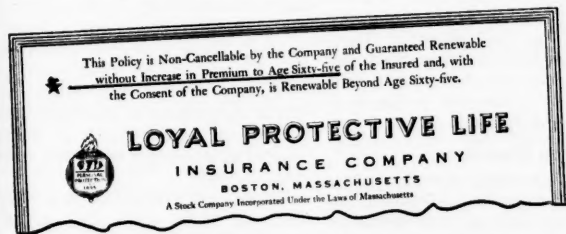
"We're just here to find out what the score is," he said.

Several other life companies filed statements with the committee in favor of the proposed legislation, including Paul Revere-Massachusetts Protective and United States Life.

The compilation of state laws filed with the committee by Mr. Kelly listed 13 states as permitting domestic life companies to write fire and/or casualty insurance if permitted by the company's charter: Alabama, Alaska,

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LOYAL PROTECTIVE LIFE INSURANCE COMPANY
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ANICO SALES LEADERS

Econ-O-Master Family Policy

Econ-O-Parent & Children Plan

Ladies Special Policy

Preferred Premium Life

\$25,000 Executive Special

Gtd. Renewable A & H and H & S

Policies

Non-Medical to Age 45

Annuity Conversion Rider (free)

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and Profit-Sharing Plans

(Ask about other specials)

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INSURANCE COMPANY**

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Connecticut, Delaware, Georgia, Maine, Mississippi, North Dakota (stock companies only), Oregon, Rhode Island, South Carolina, Tennessee and Wisconsin.

In the remaining 38 states a domestic life company may not write fire and/or all casualty lines except where permitted by a "grandfather clause." In some of these states domestic life companies have authority to write some forms of casualty insurance, e.g., employers liability insurance.

It appears that the investment laws of 34 states would permit a domestic life company to acquire a fire and/or casualty affiliate or subsidiary. In the listing that follows, a single asterisk indicates states in which a domestic life insurer is permitted to acquire stock of other insurers only up to a prescribed percentage of its assets or of its capital and/or surplus. A double asterisk indicates that the commissioner's approval is required.

The states are **Arizona, **Arkansas, **California, *Connecticut, *District of Columbia, **Florida, **Georgia, *Hawaii, *Illinois, Indiana, *Iowa, *Kansas, *Louisiana, *Maryland, *Minnesota, *Mississippi, **Missouri, *Nebraska, *Nevada, **New Hampshire, *New Jersey, **New Mexico, *North Carolina, *North Dakota, *Ohio, Oregon, *Pennsylvania, *South Dakota, **Tennessee, *Texas, *Vermont, *Virginia, **West Virginia, *Wisconsin.

In the remaining 17 states the investment laws do not expressly authorize a domestic life company to ac-

quire a fire and/or casualty affiliate or subsidiary.

Mr. Kelly submitted lists of multiple-line groups headed by life companies, by fire or casualty companies and by non-insurance corporations, such as Sears, Roebuck. Following is the list of fleets headed by life insurers:

Beneficial—Beneficial F. & C., Beneficial Standard Life, British Pacific and Fidelity Interstate Life.

Aetna Life—Aetna Casualty, Aetna Life, Standard Fire.

Travelers—Charter Oak Fire, Travelers Indemnity, Travelers Ins. Co.

Peninsular—Peninsular Fire, Peninsular Life.

Bankers Life & Casualty—Bankers L. & C., Constitution Life, Dubuque F. & M., Gotham Life of New York, Life Insurance Corp. of America, Manhattan Casualty.

Old Republic—Old Republic Ins. Co., Old Republic Life.

Security Life of North Carolina—Blue Ridge Ins. Co., Blue Ridge Life, Security Life & Trust.

State Capital of North Carolina—State Capital Ins. Co., State Capital Life, State Life of N. C.

Surety of South Carolina—Liberty Life, Southeastern Life, Surety Ins. Co., Surety Life.

Interstate of Tennessee—Interstate Fire, Interstate L. & A.

Great Southern of Texas—Great Southern Life, Sentinel Indemnity, Superior Ins. Co.

Western & Southern Expands HO Again



Western & Southern Life will build a \$3 million seven-story addition to the home office at 400 Broadway, Cincinnati. Construction will begin Feb. 1.

When construction on the last addition to the home office was begun in 1957, Western & Southern had insurance in force of approximately \$3 billion. At the end of 1959, the figure had increased to nearly \$5 billion. In addition, space is needed to house the giant electronic tape computer system which Western & Southern is installing.

When completed in about 15 months,

Western & Southern home office operations will be extended to Fifth Street and Broadway. A new branch of the Provident Bank will occupy part of the first floor quarters at Fifth and Broadway. The new structure will provide an additional 130,000 square feet of floor space. This will bring the company's total working area to more than 600,000 square feet. With this addition it is estimated that more than 3,000 personnel will be employed. At present, more than 2,100 are working in the home office.

Western & Southern will occupy the area bounded by Fourth and Fifth Streets, Broadway and McAllister Street, as well as some property east of McAllister. A six-level pedestrian bridge connects the buildings.

At present Western & Southern is completing construction of a western regional office building in Los Angeles. The company operates regional offices at Los Angeles, Philadelphia, Asheville, N. C., St. Louis, Jacksonville, Fla. and Houston.

Health Institute Reorganizes Staff To Improve Service

(CONTINUED FROM PAGE 6)

strengthen its services as a central information source of health insurance companies.

The public information service office, under Robert Waldron, will handle requests for information from research workers, representatives of health and welfare organizations and librarians, as well as the general public.

The editorial service office, headed by Harry Meeker, will produce special assignment booklets for such organizations as women and employers groups and special material for health insurance public relations projects.

The company editorial service office, under Arthur E. O'Leary, is responsible for the development of public relations material for member companies of Health Insurance Assn., the editorial work on the institute's health insurance fact book and editorial assistance to certain projects of Health Insurance Council.

Special Program Functions

The special program service office, headed by Jerry Miller, is responsible for institute activity in the fields of education, medicine and hospitals, liaison with HIC committees and work on special HIC projects.

The press information service office, under Fred De Luca, is concerned with information and news stories to the trade and general press and other special press groups, the maintenance of relations with the press and for writing and publishing the monthly press report, Health Insurance News.

The medical economics information office, under Max Fine, is responsible for developing and publishing material for news media in the field of medical economics as it relates to booklets on specific projects in the field of family financing and budgeting.

WANT ADS

Rates—\$22 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

ACTUARIES WANTED

We need more men for increased consulting business; also we have 2 clients who need actuaries.

We have prominent loyal clients throughout the Midwest. Our actuaries work directly with clients and assume full responsibility. Work is varied, interesting, and challenging. Some travel; but not too much. Company-paid group life and comprehensive hospital coverage, and generous pension and profit-sharing plans. New air-conditioned suburban offices. Replies strictly confidential.

NELSON AND WARREN, INC.

111 S. Bemiston Ave., St. Louis 5, Missouri

WANTED LIFE INSURANCE COMPANY

\$15,000,000 available for purchase of life insurance companies.

Life Insurance Development Corporation
227 H Street, N.W.
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SUPERVISOR—FLORIDA

General agency with \$10,000,000 annual production and specializing in estate planning has opening for an experienced life insurance salesman to be supervisor. He also will handle brokerage business and maintain personal production. Training responsibilities will be at a minimum as recruiting is highly selective. Also, excellent opportunity for own agency in one of America's oldest Companies. All inquiries confidential. Reply Box L-96, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

HOME OFFICE SUPERVISOR WHO CAN

Develop and supervise Life and A&S Agencies. In Pennsylvania, Maryland and New Jersey. Write Box NY-25, c/o The National Underwriter Co., Attn. Dept., 17 John St., New York 38, N. Y.

HOME OFFICE LIFE UNDERWRITER

One of the country's largest multiple line companies has an outstanding opportunity for a young man with 2-4 years of home office life underwriting experience. Knowledge of accident and sickness underwriting desirable but not essential. This assignment is in our Home Office in Seattle, Washington, however, local interviews will be arranged for qualified applicants. Please send complete details in confidence to: Personnel Director
GENERAL INSURANCE COMPANY OF AMERICA
LIFECO INSURANCE COMPANY OF AMERICA
Seattle 5, Washington

HOME OFFICE UNDERWRITER

A well-known, top-ranking, 68 year old, Midwestern Life company has exceptional opportunity for an Assistant Home Office Underwriter. The company is presently handling \$100 million of new business, annually. Qualified men will assist Chief Underwriter in expanding Underwriting Department to meet the ever increasing needs of the company's enlarged field force. Salary commensurate with experience. College degree preferred, but not necessary. If you feel that you can qualify for this unusual opportunity for advancement, write in confidence, giving complete summary of your personal and business background. Write Box L-94, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED: ACTUARY

A Pennsylvania Fraternal Life Insurance Society has excellent opportunity for a qualified, experienced man in actuarial field. Society is now using consulting actuary and desires services of full time actuary with executive ability. Salary open. Correspondence confidential. Write giving history and experience to Box L-69, c/o The National Underwriter Co.

OKLAHOMA LIFE INSURANCE COMPANY FOR SALE WITH OLD 1930 CHARTER. WE ARE NOW OPERATING. WRITE BOX

L-91, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Hancock Triple Indemnity Benefit Added To Policies Dated Before Jan. 1, 1959

John Hancock has added to certain ordinary policies a triple indemnity benefit on deaths resulting from injuries sustained while traveling on public conveyance.

Triple indemnity, which has been added with no increase in premium, will automatically apply to most ordinary and monthly debit ordinary policies issued before Jan. 1, 1959, which already have a double indemnity provision, and when death occurs after Dec. 15, 1959. John Hancock makes triple indemnity a standard additional accidental death benefit on a no line of policies the company introduced Jan. 1, 1959.

Proof of eligibility for triple indemnity must show that death of insured resulted from injuries sustained while a fare-paying passenger in upon a public conveyance operated by a common carrier for passenger service.

N.A. Of Chicago Reduces Rates

North American Life of Chicago has introduced low rates on five, 10 and 15 year-term plans graded by policy size. For example: at age 35, a \$50,000 10-year term plan would cost \$5.96 per thousand on a gross annual premium basis. In other changes, the company has incorporated reduced rates for women on most premium plans and issued a new triple indemnity rider which, when attached to basic policy, provides for additional payment twice the amount of basic policy.

Rockefeller Offers 'Bigness' Remedy

(CONTINUED FROM PAGE 1)

ing the provisions of public law 15, calling it an outstanding example of action by a state which would make federal action superfluous in the field of federal supervision.

Gov. Rockefeller was lavish in his praise of the New York department staff, saying that "the cause to which they have dedicated the productive decades of their lives is reflected in the record of the New York state insurance department."

Other speakers were Paul A. Hamel of Nebraska, president of National Assn. of Insurance Commissioners, Frederic W. Ecker, chairman of Metropolitan Life, who spoke for the insurance industry, and Insurance Superintendent Thacher, who acted as toastmaster. Their talks will be reported in next week's issue.

Look For Recruit With 'Relative Experience,' Says Francis Merritt

The success of a recruit in selling life insurance often is in inverse ratio to the number of adjustments he has to make to the business, Francis L. Merritt, career development director of Mutual Benefit Life, said at luncheon of New York City Supervisors Assn.

Mr. Merritt said that the fewer the number of adjustments a new man has to make to the business of life sales, the better his chances are for making the grade in his new career. Following this line of reasoning, he suggested that agency men responsible for recruiting look for a man with what he called "relative experience," in sales or in any sort of business with public contact.

"Look for a man who has had inter-personal, aggressive experience," whether it is in business or during his school years, one who has had a background of motivating other people, he said. Mr. Merritt gave as some typical examples the man who in his youth may have sold newspapers or magazines, the captain of the highschool football team or a leader in school activities.

Such a man, who has shown signs of having taken an aggressive, rather than passive approach to life, is better equipped to bounce back after being turned down by a prospect. The passive type, Mr. Merritt said, because his experience has not placed him in situations where he has had to face rejection, not only tends to accept a turn down on its face value, but becomes discouraged and drops out.

John Hancock Increases Interest Rate On Funds Left On Deposit To 3 1/2 %

John Hancock has increased to 3 1/2 % the 1960 interest rate on funds left on deposit or retained in connection with

Public Relations' Role In Winning Friends For Voluntary A&S Related

Public relations as an effective means of winning friends for voluntary health insurance was described by James R. Williams, vice-president of Health Insurance Institute, at the January meeting of Chicago A&H Assn.

He cited an attitude survey of some 6,000 people which demonstrated public confidence in health insurance. This feeling of good will, he said, exists in all income groups and among policyholders of all companies.

Mr. Williams said Health Insurance Institute attempts to tell the A&S story with facts, not with editorial words. When the public is given all the facts about how the coverage is devoted to their welfare, "we can be reasonably certain that their decision on voluntary health insurance will be favorable."

He noted an "insatiable desire for more and more information on the part of an increasing number of groups." A&S stories get a good reception from newspaper editors because of the amount of public interest in the subject.

Equitable Of Iowa Reports 10.2% Increase For 1959

Production of Equitable of Iowa for 1959 amounted to \$188,382,402, a 10.2% gain, bringing insurance in force to \$1,719,199,405. Contributing to this was December production of \$18,998,049, an increase of 1.2% over December, 1958.

December production led by the Griffin, Ingram & Pfaff agency of Chicago, and the Hopper agency of Harrisburg, Pa., was the leader for the year.

ordinary policies and contracts.

Interest on dividends left on deposit will be 3 1/2 % as compared with a 3 1/4 % rate generally applicable in 1959. The 3 1/2 % rate will also apply to proceeds held on deposit and generally on those proceeds held for guaranteed payments under settlement options.

An increased discount rate of 3 1/2 % will apply to premiums paid on and after Jan. 1, for one year or more in advance, 1/2 % more than the 1959 rate.

Stocks

By H. W. Cornelius of Bacon, Whipple & Co. 135 S. La Salle St., Chicago, January 20, 1960

	Bid	Asked
Aetna Life	85 1/2	87
Beneficial Standard	15 1/2	16 1/2
Business Men's Assurance	39 1/2	41
Cal.-Western States	113	116
Commonwealth Life	21	22
Connecticut General	372	378
Continental Assurance	156	159
Franklin Life	81	83
Great Southern Life	82	86
Gulf Life	20	21
Jefferson Standard	96	99
Kansas City Life	1440	1470
Liberty National Life	61 1/2	63 1/2
Life & Casualty	21	22
Life of Virginia	52	54
Lincoln National Life	241	248
National L. & A.	116	120
North American, Ill.	16	17
Nw. National Life	98	102
Ohio State Life	350	365
Old Line Life	70	73
Republic National Life	94	98
Southland Life	95	99
Southwestern Life	58	61
Travelers	83	84 1/2
United, Ill.	46 1/2	48
U. S. Life	39	41
Washington National	56	59
Wisconsin National Life	39	41

IAAHU Pamphlet Refutes Arguments For Forand Bill

A pamphlet which refutes arguments for the Forand bill is being distributed by International Assn. of A&H Underwriters. Written by E. H. O'Connor, managing director of Insurance Economics Society, the pamphlet contains 15 questions and answers which point out the weaknesses of the Forand bill and explain how insurance men can help prevent passage of the bill.

Copies may be obtained as samples free or in quantity at 1 1/2 cents per copy from IAAHU, 330 South Wells Street, Chicago 6.

Western Life Has New Major Medical Policy

Western Life now has a guaranteed renewable major medical policy designed to supplement basic medical care plans.

The policy is written with deductibles of \$500, \$750 or \$1,000, depending upon the gross income of the applicant. It pays 80% of covered expenses up to a maximum of \$5,000, \$7,500 or \$10,000 for each different accident or sickness in excess of the deductible. (The aggregate maximum benefit for nervous or mental conditions is \$2,500 under any one of the plans.)

CHARLES F. COLLINS, 71, retired 2nd vice-president and agency secretary of New England Life, died in Boston. He had spent his entire business career with New England Life, having joined the company in 1914. He was a trustee of Boston university and past national president of Sigma Alpha Epsilon fraternity.

Vieser, Magovern Executive V-Ps Of Mutual Benefit Life

(CONTINUED FROM PAGE 2)

County and the cost of government committee of the state chamber of commerce. He is a member of the board of managers of the state hospital at Marlboro.

Harry W. Jones, a member of the board, is advanced from vice-president to senior vice-president. He supervised the construction for the life industry of monetary tables based on the 1941 CSO Mortality Table and has served as member and chairman of several state-appointed commissions or committees advising on problems relating to public employee pension plans in New Jersey and Blue Cross rate problems. He has served as consulting actuary to several such plans. He is a director of the National Newark & Essex Banking Co., trustee of the Newark Museum, chairman of the advisory committee of the Martland Medical Center of Newark and trustee of United Hospitals of Newark.

Other promotions are Charles W. Kappes Jr. from associate counsel to counsel; James P. Maloney from director of group sales to 2nd vice-president-group sales; Harry Petty from manager of underwriting and issue to director of underwriting; Virgil O. Hayden from manager and assistant mathematician to associate mathematician; Don E. Slee from group administrative assistant to manager of group administration; William G. Phillips, from comptroller's assistant to director of methods, and Alfred B. Harper Jr. from member of the administrative staff to mathematical assistant.

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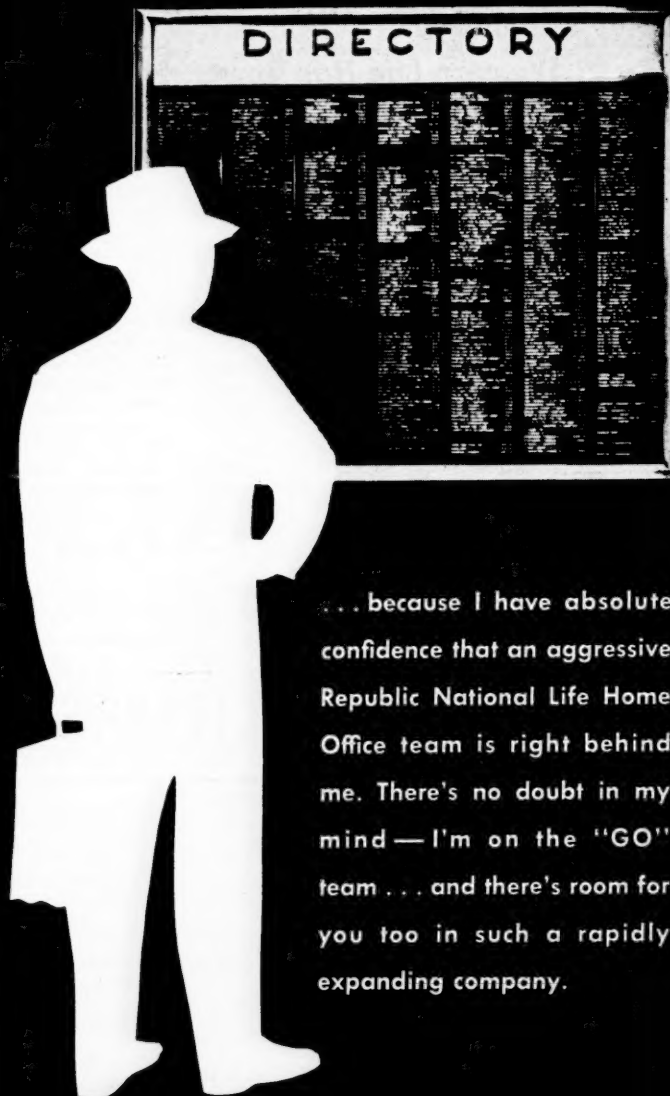
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